AUGUST 11, 1958

THIRTY-FIVE CENTS

27TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Nielsen charts how uhf is making out in audience, stations — Page 40

Congress deals death blow to hurry-up spectrum probe bill — Page 54

radio *will tell them!*

Rarely are people out of range of Radio. They *enjoy* it, yes. But they *use* it, too, as these sailors do. News, weather, traffic reports, hunting and fishing information—these and other *services* command *active* listening! That's why you know what you've got when you buy Spot.

Radio Division

EDWARD PETRY & CO., INC.

the original station representative

New York • Chicago • Atlanta • Boston • Detroit • Los Angeles • San Francisco • St. Louis

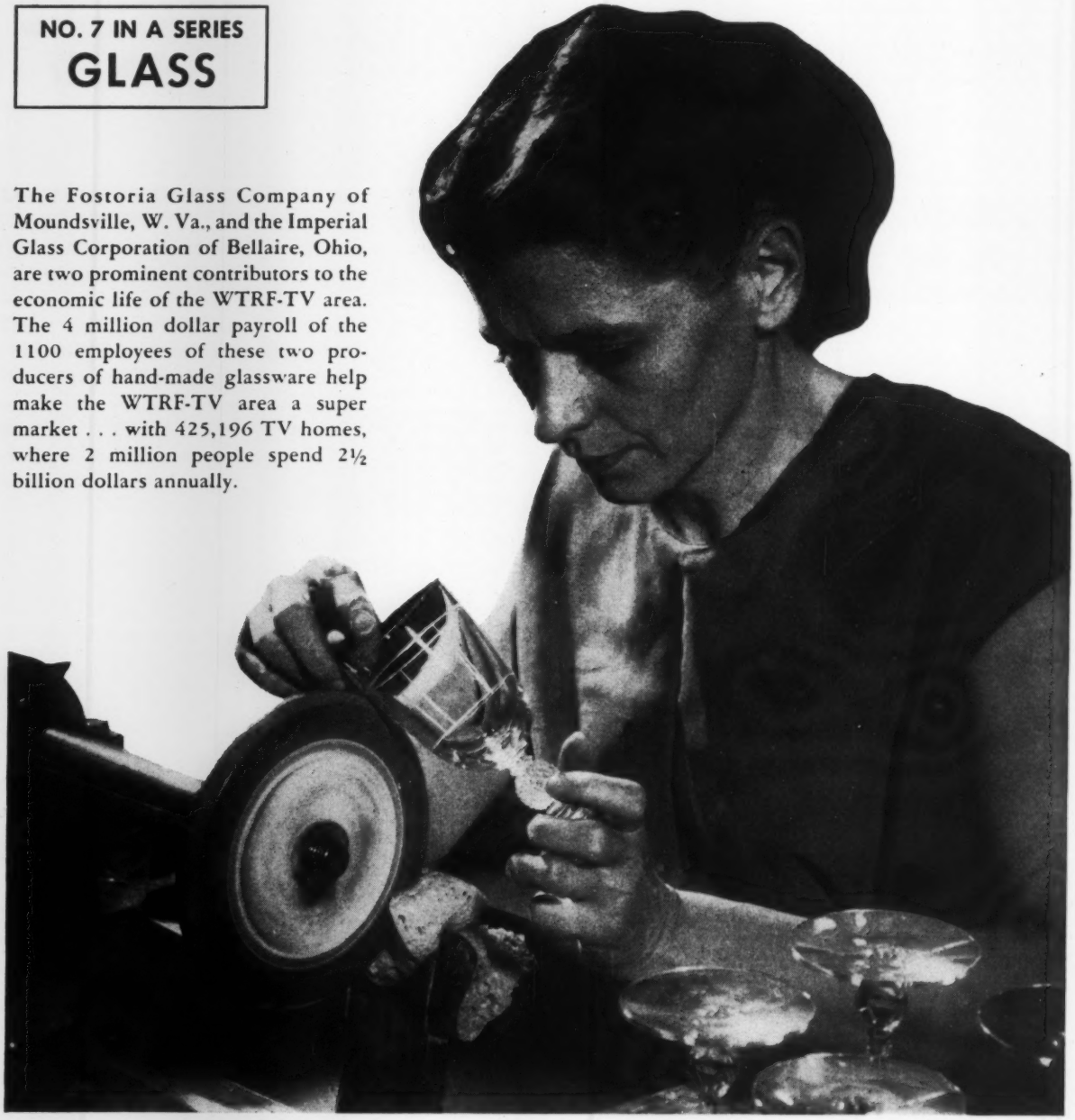
WHEELING: 37TH* TV MARKET

*Television Magazine 8/1/57

One Station Reaching The Booming Upper Ohio Valley

NO. 7 IN A SERIES
GLASS

The Fostoria Glass Company of Moundsville, W. Va., and the Imperial Glass Corporation of Bellaire, Ohio, are two prominent contributors to the economic life of the WTRF-TV area. The 4 million dollar payroll of the 1100 employees of these two producers of hand-made glassware help make the WTRF-TV area a super market . . . with 425,196 TV homes, where 2 million people spend 2½ billion dollars annually.



For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at CEdar 2-7777.

National Rep., George P. Hollingbery Company.

316,000 watts NBC network color

WHEELING 7, WEST VIRGINIA

Serving
more
Advertisers

than
any other
Indiana*
TV STATION

WTHI-TV
Ch.

CBS
ABC
NBC

(251,970 TV HOMES)
TERRE HAUTE, INDIANA

*Except, of course, Indianapolis

BOLLING CO., NEW YORK, CHICAGO, LOS ANGELES, SAN FRANCISCO, BOSTON

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Entered as second class matter March 14, 1933 at Post Office, Washington, D. C., under act of March 3, 1879.

From sign-on Monday to sign-off Sunday

MORE PEOPLE WATCH KRLD-TV than any other DALLAS-FORT WORTH STATION

— ARB FOUR-WEEK DALLAS-FORT WORTH METROPOLITAN REPORT — APRIL 28-MAY 25, 1958

And this is only in Dallas and Tarrant Counties. Remember, in addition, KRLD-TV Channel 4 covers more area, more people, more income and more retail sales than any other station in the southern United States between the Atlantic Seaboard and the Rocky Mountains because — KRLD-TV *telecasts from Texas' tallest tower* — KRLD-TV *telecasts with* maximum power — KRLD-TV *operates on the lowest Dallas-Fort Worth Channel.*

KRLD-TV Channel 4 is the television station of The Dallas Times Herald, owners and operators of KRLD Radio. KRLD is the only full-time 50,000 watt radio station in Dallas-Fort Worth.

KRLD-TV

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON, *Chairman of the Board* — CLYDE W. REMBERT, *President*

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

closed circuit

SPECTRUM SCRAMBLE • Sharp conflict has developed in relation to revised Potter resolution to create high-level commission to study frequency allocations. FCC Chairman John C. Doerfer and Electronic Industries Assn. feel that organized broadcaster opposition to amended resolution [GOVERNMENT, EDITORIAL, Aug. 4] was ill-conceived and could place low-band vhf allocations for tv and fm in greater jeopardy than ever. Broadcasters, operating through NAB, AMST and networks, effectively blocked House consideration of amended resolution (after Senate had passed original Potter bill) last week.

•

Doerfer view, in all important aspects backed by EIA, is that investigating body, made up of five highly placed policy experts, could forestall any moves toward preemption of existing spectrum space used by broadcasting services until its study had been completed. But broadcasters took position, after Potter bill had been amended to shift burden to study "management and control of radio and television frequencies," that it would be better to have no study than one that might be oriented against current broadcaster use of vhf as opposed to military. At weekend dispute was not resolved, with indications that Congress would adjourn without action.

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TOOTHPASTE PUBLICITY • Pepsodent Div. of Lever Bros., which shifted multi-million budget from spot radio to spot tv last winter [ADVERTISERS & AGENCIES, March 3], has revived its radio interest—but only in hopes of free ride. Brand manager of new Stripe toothpaste (marketed by Pepsodent) has been asking radio stations to broadcast free plugs for Stripe at same time Stripe is running paid tv commercials in product's introductory areas. Interesting note: J. Walter Thompson, agency for Stripe, has been unaware of brand man's attempts to get radio publicity.

•

George Zachary has resigned as radio-tv program manager of Lever Bros., New York, is taking two-month combined "business and pleasure" trip to Europe with his family. Reportedly Mr. Zachary, whose background includes agency work, will be involved with package production firm upon his return. Lever apparently is not replacing him.

•

HEAT'S ON • Though bill to exempt them from antitrust laws was buried in committee [AT DEADLINE, Aug. 4], professional sports interests haven't abandoned hope of getting bill to Senate floor this session. Lobbyists for baseball and professional football were putting pressure on senators last week to force another vote by Senate Antitrust Subcommittee which tabled bill by 4-2 vote Aug. 1. If bill ever gets to floor, it stands good chance of passage. House passed it last June.

•

As of Friday (Aug. 8) there were two radio-tv vice presidents at Doherty, Clifford, Steers & Shenfield, following announcement of appointment of William D. Fisher to top broadcast post. Mr. Fisher resigned in June as radio-tv chief at Gardner Adv., St. Louis. DCS&S officials, asked about status of Hal James, who joined agency last year as radio-tv vice president from Ellington & Co., declined comment except to suggest that "maybe Mr. Fisher will take over some of Mr. James' duties and maybe Mr. James will get new assignments here."

•

MORE OF SAME • Ruling hierarchy of American Bar Assn., its House of Delegates, will continue to maintain official bans against broadcast coverage of court trials, judging by advance look at Los Angeles ABA meeting Aug. 25-29 [Story page 71]. Behind-scenes effort is underway to persuade ABA it should conduct serious study of electronic journalism instead of sticking to we-don't-like-it prejudices and hackneyed argument that courtroom becomes stage for ham lawyers when microphone and camera pickups are operating.

•

While older heads within ABA still think of broadcast coverage in terms of theatrical lights and cigar-sucking camera wielders, their concepts may be influenced by demonstration to be staged at Los Angeles convention by National Press Photographers Assn. Newest equipment and techniques will be shown lawyers in effort to show that press-photo coverage of trials can be unobtrusive. NPPA has been quietly making progress in effort to get cameras into courtrooms and now has coverage rights in courts of 30 states. NAB and NPPA both staged court demonstrations at ABA meeting two years ago.

•

WASHINGTON FRONT • NAB President Harold E. Fellows will keynote regional meetings of trade association, beginning Sept. 18-19 in Biloxi, with exhaustive treatment of legislative and regulatory scene in Washington and need for intensive scrutiny of government operations affecting broadcasting. Another innovation at regional sessions will be introduction of panels on station editorializing.

•

It's no secret that new tensions have been precipitated within NAB because of rugged nature of Washington developments during past year. NAB headquarters executives now talk in terms of "young Turks," alluding to new board members who do not see eye-to-eye with President Fellows and headquarters staff.

•

RATING WEEK • Further proof that on-the-air promotion pays off better than gimmicked giveaways or heavy newspaper lineage during rating week is claimed by WTVJ (TV) Miami based on new (July) ARB ratings. Station reports that its new ARB average is two points higher than preceding month and that it used no newspaper promotion but did buy spot schedules on two Miami radio stations to supplement its own consistent on-the-air schedules.

•

Although FCC Chairman John C. Doerfer had planned to remain in Washington during August recess, along with Comr. Robert E. Lee, chairman suddenly was called to Milwaukee last Tuesday because of sudden and serious illness of his mother. Comr. Lee has been spending his mornings at FCC, with afternoons held "open."

•

BOTTOM UP • Langer bill (S-582) to prohibit advertising of alcoholic beverages in interstate commerce, thought to be dead in rush for congressional adjournment, has cropped up on agenda for today's (Aug. 11) Senate Commerce Committee executive meeting. Bill itself is not scheduled directly for consideration—but amendment by Sen. Strom Thurmond (D-S. C.) to take up bill is. If amendment passes, liquor proposal then will be put to vote. Same committee several years ago failed to report out measure by only one vote.

•

What's taking Justice Dept. so long to turn over to FCC its file of allegations that some networks require program producers to give them stock interest in shows before clearing prime time for program? This was subject of meeting last April between top level FCC and Justice officials [LEAD STORY, *June 9*]. *FCC has received no data yet. Justice sources are mum or reticent, but it can be surmised that some complainants aren't too eager to be identified, or to submit themselves to publicly-held cross examination by Commission staff.*

•

DUFFY'S RETURN • One of advertising's favorite figures, Ben Duffy, may be back in action this fall. President of BBDO before he suffered stroke some two years ago, now vice chairman of board and of executive committee, he reportedly is making such progress in recovery that agency expects he'll reactivate himself in September.

LOOKING NORTH
you see how things are looking up in Kansas City This is part of the $250 million reclamation project honored by Look last spring.

Kansas City: groundwork for better living

This is not where a bomb or tornado struck. It's part of the area cleared of slums and tenements in Kansas City during the past year. It's a typical face-lifting project which won for Kansas City one of Look magazine's Community Home Achievement Awards for 1958.

Such a $250 million project goes to show what we've been saying. Kansas City's a look-alive town. Eyes on the future. Plans for the future. Money to spend right now to make life better right now.

More than a million people live here. And more of this million watch KCMO-TV at more times of day (say ARB and Nielsen) than any other station.

Why so popular, KCMO-TV? We talk Kansas City's language. And we get to Kansas City loud and clear. We broadcast at maximum power from the world's tallest self-supported tower.

KCMO-TV
Basic CBS-TV
Channel 5

Kansas City MO-TV

Joe Hartenbower,
General Manager

Sid Tremble,
Commercial Manager

SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co.—Blair-TV
TULSA	KRMG		John Blair & Co.

Represented nationally by Katz agency.

Meredith Stations are affiliated with BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines.

THE WEEK IN BRIEF

Radio Buying Tallied for Second Quarter—RAB issues breakdown on activity in spot as well as network; reports 2 million announcements and 90,000 programs used by 1,304 brands in three-month period. Top 30 spot advertisers listed. Page **31.**

Bulls on Madison Ave.—American Assn. of Advertising Agencies finds six-month billing is up for a number of its member agencies. Outlook for second half of the year also is optimistic. Page **33.**

Two for One in Research—Market research firm, Advertest Research Inc. dissolved by its two principal stockholders —Smith and Bruskin—who immediately announced plans to strike forth on their own. Page **34.**

New Program Evaluation Service—How much, not how many, is the key question in Tv Q-Ratings service, designed to analyze likes and dislikes for specific programs, spotting trends and forecasting hits and flops. Page **34.**

Slowdown in Rate Increases?—Katz agency takes a look at trends in spot rates, predicts no big increases, sees only "moderate" hikes in nighttime spot tv and "nominal" ones in daytime spot radio, otherwise anticipates status quo. Page **35.**

Uhf Dwindlings—Special analysis by Nielsen shows that while some areas gain, total homes using uhf are down 8% since 1956. Page **40.**

Tutu to Flannels—Betty Luster steps across the footlights, turning from ballerina to network representative for tv stations. The Luster firm is out to earn the applause of small-market and new tv stations, as it plies Madison Avenue in their behalf. Page **46.**

Spectrum Proposal Fades—Congressional leaders kill, stomp on and bury resolution setting up special commission for all-encompassing investigation of spectrum allocations. Placed on House calendar, bill never comes to vote as opposition arises on innumerable fronts. Page **54.**

More Probe Dollars—Legislative Oversight gets extra $60,000 to conduct a "heavy schedule of hearings" during adjournment of Congress. Several more FCC cases ready for public hearings. Page **57.**

Rebuttals in CATV Inquiry—National Community Tv Assn. and group of microwave operators submit "reply comments" to FCC answering charges by tv broadcasters. Page **60.**

Big Plans for Fm—WQXR New York, which 20-odd years ago pioneered commercial fm radio on local basis, spearheads statewide fm network that gets under way next week; if proved successful, network may expand beyond state boundaries. Page **64.**

NBC Executives Shuffled—Jules Herbuveaux becomes vice president for network's central division, with Lloyd Yoder moving to Chicago as vice president and general manager of WMAQ and WNBQ (TV). Raymond Welpott named general manager in Philadelphia. Page **67.**

Musicians, Movie Makers Negotiate—Talks get underway in Hollywood between Music Guild of America and Assn. of Motion Picture Producers. Page **68.**

Canon 35 Up Again—American Bar Assn. to consider proposal to revise broadcast-photo ban slightly while retaining prohibition against electronic and visual coverage of courtroom proceedings. Page **71.**

Television's Public Service—NAB Tv Code subscribers donate large amounts of time to highway safety, government, Red Cross and many other causes, survey by Code Board shows. Page **74.**

RKO in Slimming Exercise—Show Corp. of America formed by Robert Manby, former head of RKO Television, and five other key executives to take over film product, while sale of RKO Unique Records and music interests is reported in works. Wholesale reorganization of o&o stations denied. Page **76.**

Ingles for Breakfast—WRCA-TV New York, in effort to speed assimilation of Puerto Rican immigrants in New York's melting pot, kicks off early-morning English language series to tv-watching P.R. population; move is watched by national advertisers who've had to funnel their ad dollars into foreign language radio and who'd rather reach the consumer through English-language tv. Page **91.**

Fable of the Fabulous Medium—Once there was a wonderful frame hanging on Mr. and Mrs. Thuse's living room wall. They could turn a button and all sorts of wonders took place in color and three dimensions. But one day the Thuses lost all enthusiasm for what they saw. Ken McAllister, vice president of Benton & Bowles, New York, tells what became of the wonderful frame in MONDAY MEMO. Page **102.**

MR. McALLISTER

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AUDITED PAID CIRCULATION ABC

BUSINESS PAPER CERTIFICATE ABP

AMAZING RISE!!

PULSE* ¼ Hour Ratings
6 a.m. to 6 p.m.
Monday through Friday

	MARCH-APRIL	JUNE
First Place		20
Tie		20
Second		110
2-Tie		10
Third		40
3-Tie	5	5
Fourth	90	35
4-Tie	20	
Fifth	60	
5-Tie	30	
Sixth	35	

*HOOPER tells the same story —
Pick your survey!

KQV

Don't Buy Blind . . .

There's been a change in Pittsburgh

Check with your Adam Young representative, or with Ralph Beaudin, General Manager of KQV

5,000 Watts — On the Air 24 Hours

ADAM YOUNG INC.

3 East 54th Street, New York 22, New York, PLaza 1-4848

at deadline

STORER BUYS WITI-TV MILWAUKEE, TO SELL WVUE (TV) WILMINGTON

Storer Broadcasting Co. announced Friday it had bought independent ch. 6 WITI-TV Milwaukee and was selling ch. 12 WVUE (TV) Wilmington, Del., to remain within FCC limit of five vhf stations under common ownership.

Storer is paying $4,462,500 for 100% of WITI-TV licensee Independent Television Inc. stock ($425 per share for 10,500 shares).

George B. Storer, president of company bearing his name, declined to name buyer of WVUE, or to confirm there is one.

"The decision to sell WVUE," he said, "has been arrived at with great reluctance." He explained company had spent large sum to upgrade unaffiliated ch. 12 outlet and had succeeded in tripling audience, doubling business. WVUE continuance could be accomplished, he explained, only at "great expense which company's board was not prepared to underwrite.

Storer bought Wilmington ch. 12 in 1957, paying $5.6 million for tv property plus WIBG-AM-FM Philadelphia. Stations were bought from Paul F. Harron, who had purchased ch. 12 outlet from Steinman group in 1955 for $3.7 million. WVUE sale will not include WIBG stations, which Storer is retaining. When Storer bought Wilmington tv, he had to sell WBRC-AM-TV Birmingham to remain within five-vhf limit. Birmingham stations were sold to Radio Cincinnati Inc. (Taft family-WKRC) for $6,350,000. Storer had bought Birmingham stations in 1953 from Mrs. Eloise Hanna for $2.4 million.

Ch. 6 Milwaukee outlet (actually it is assigned to Milwaukee suburb Whitefish Bay) was granted in 1955 to present owners after comparative hearing with WMIL Milwaukee. WITI-TV owners include Sol and Jack Kahn, Arthur and Lawrence Fleischman, Robert K. Strauss, Max Osnos and others.

New Protective Methods Cited By ABC in Answer to AMST

ABC charged Friday opposition to its vhf drop-in plan by Assn. of Maximum Service Telecasters [GOVERNMENT, July 8] is based on major misconception. In slashing reply to AMST objection, ABC said misconception is that mileage separations are only safeguard against interference to tv stations.

Network maintained present stations can be protected through use of directional antennas, precision offset as well as lower power and/or antenna heights. Current knowledge of directionals and offset sufficient for use now, ABC said, and there is no reason to delay action pending report of Television Allocations Study Organization. When TASO report becomes available, network added, it will supply only "sharper tools," which can be taken into account in making specific grants.

House to Debate ETV

House Commerce Committee tomorrow (Aug. 12) will take up in closed session S 2119, which would appropriate up to $1 million to each state and territory for educational tv. Bill sailed through Senate six weeks ago [AT DEADLINE, June 2] without dissent and with strong bipartisan backing. Considerable opposition reportedly has arisen against measure in House committee and bill's author, Sen. Warren Magnuson (D-Wash.), has been actively pushing House leadership for favorable action [CLOSED CIRCUIT, Aug. 4].

NTA Gets $2 Million Payment In United Artists Damage Suit

National Telefilm Associates $18 million damage suit pending in New York courts, against United Artists Corp. and others, settled out of court Friday for payment of $2 million to NTA from United Artists Associated Inc., subsidiary of U.A.

Suit centered on NTA's contention that two former principal stockholders of Associated Artists Productions (distributes Warner Bros. features and cartoons, Popeyes and other films) had entered into contract with NTA to sell estimated 820,000 shares but contract allegedly breached by Louis Chesler, former AAP board chairman, and Maxwell Goldhar, former AAP director and vice president.

TV UNDERSEAS

Television will play important role in undersea navigation, Comdr. W. R. Anderson USN indicated Friday in describing historic Northwest Passage voyage of submarine *Nautilus* under Arctic ice.

Nautilus used tv camera during trip under North Pole to observe ice overhead, Comdr. Anderson said. "A fascinating sight," he added. Undersea route was lighted by 24-hour daylight, which penetrated ice cover, he said. Submarine's voyage points way for use of route by nuclear powered cargo submarines.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 34.

BAKERY SPOTS • New Process Baking Co. (Holsum Bread), Chicago, firming up details for tv spot (10, 20 and 60-second announcements) campaign on three Chicago stations starting Sept. 1 for minimum of 13 weeks. Exact coverage not set. Commercials produced by Telefrance, European film animator. Agency for New Process is W. B. Doner & Co., same city.

READY FOR SCHOOL • Scripto Inc. (pen and pencils), Atlanta, launching annual "back-to-school" campaign next Monday (Aug. 18) with 8-week tv spot campaign in approximately 30 markets. Donahue & Coe, N. Y., is agency.

NATIONAL DAIRY PEAK • New peak in sales—$722.4 million—for first six months of 1958, announced Friday by National Dairy Products Corp. (Sealtest, Kraft, Breakstone), N. Y. Last year's first six-month report listed sales of $709 million. Net earnings for first six months of 1958 rose from $22.4 million (1957) to $22.5 million. Radio-tv advertiser also declared quarterly dividend of 45 cents a share payable Sept. 10 to stockholders of record Aug. 18.

Zenith Radio Corp. Profits Show Second Quarter Increase

Zenith Radio Corp., Chicago, Friday (Aug. 8) reported net consolidated profits for three months ended June 30 totaled $952,925, after depreciation and taxes, amounting to 97¢ per share ($1.94 on old stock). This represents 27% increase over same period of 1957 ($747,547 profits at 76¢ per share). Net consolidated profits for first six months of 1958 were $2,989,684 ($3.04 per share) up 24% over $2,398,137 ($2.43 per share) for comparable period of 1957, Zenith stated.

Consolidated sales for April-June 1958 totaled $32,296,774, up 8% over $29,827,712 sales reported for middle three months of 1957. Zenith sales for first six months of current year totaled $74,470,506, 12% increase over $66,486,222 figure for comparable portion of 1957. Factory shipments so far in 1958 represent largest first six month dollar sales of civilian products in Zenith's 40-year history, firm reported.

at deadline

Clears Breakdown Lauded, Opposed in Comments to FCC

Early comments on FCC's clear-channel proposals have been filed as deadline this Friday (Aug. 15) approaches.

Commission last April proposed rule-making to duplicate half of 24 Class 1-A clear-channel frequencies, assigned second 50 kw to 5 of channels in specified western areas and opening all 12 Class 1-A frequencies for fulltime Class II stations [LEAD STORY, April 21].

Ed Craney am stations (KXLF Butte, KXLI Helena, KXLQ Bozeman, KXLL Missoula and KXLK Great Falls, all Montana) called proposal "most courageous attempt" to make channels of greater use to people. Charging clear-channel broadcasters are "vested interests," Craney group enclosed trade advertisement by WSM Nashville which claimed it covered more than 38 other stations combined in Tennessee, Alabama, and Kentucky (or more than 80 counties) at little more than fourth cost of other stations.

WHLI Hempstead, Long Island, N. Y., said FCC should allow fulltime operations on Class II outlets such as WHLI if public interest in major market is better thus served, and that Class II stations in special instances be made fulltime outlets, with Class I and II stations directionalizing antennas for mutual protection, instead of Class IIs accepting interference from Class Is as at present. WHLI noted it served Long Island area of 1,750,000 population.

WMBO to Protest Citation

Protest was being readied last week by WMBO-AM-FM Auburn, N. Y., against FCC action which called station up for renewal of license in comparative hearing with Herbert P. Michels, who received new Auburn am grant May 22. FCC put WMBO on renewal notice after station filed petition for reconsideration on economic injury grounds [GOVERNMENT, Aug. 4]. Split Commission (4-3) held that recent court decision in Carroll Broadcasting Co. case [LEAD STORY, July 14] requires that if it's found public interest is best served by only one station in Auburn, FCC should choose between two.

Gill Heads Standards Group

Cliff Gill, KBIG Avalon, Calif., appointed chairman of NAB Standards of Good Practice Committee. Other members of group, which directs adherence to radio code, are Carleton D. Brown, WTVL (TV) Waterville, Me.; G. Glover DeLaney, WHEC Rochester, N. Y.; Ralph Evans, WOC Davenport, Iowa; Paul R. Fry, KBON Omaha, Neb.; Frank Gaither, WSB Atlanta; James L. Howe, WIRA Fort Pierce, Fla.: William B. McGrath, WHDH Boston; Cecil Woodland, WEJL Scranton, Pa.

Harding Leaves General Mills For Hooper Vice-Presidency

Appointment of A. W. Harding, director of marketing research for General Mills, as vice president and research director of C. E. Hooper Inc., is being announced today (Aug. 11), effective Oct. 1. Hooper president Frank Stisser and executive vice president W. Bruce McEwen said Mr. Harding "will represent a valuable addition at a time of rapid expansion of all Hooper services" and his "long experience in research will prove invaluable" to Hooper and clients.

He will be research director for firm's telephone coincidental radio audience measurement business and also its telephone marketing research division. Resigning from General Mills after more than 20 years with company, Mr. Harding is a vice president-elect of American Marketing Assn. and member of National Industrial Conference Board.

RCA Claims Loudest Noise

RCA has come up with new device it believes can produce world's loudest controlled noise. Called compressed air loudspeaker with strength to generate noise of 160 decibels (10,000 times intense as heaviest street traffic noise or 20,000 times that of typical tv set at maximum volume), device will be used to test sensitive electronic gear for jet planes, missiles and rocket ships. Loudspeaker is in development at RCA's industrial electronic products unit in Camden, N. J.

Two New RCA Tubes Produced

RCA Electron Tube Div. announced Friday introduction of two new high-perveance beam power tubes for vertical-deflection amplifier service in tv receivers using 110-degree systems. They are RCA's 6EM5 and 8EM5 with maximum peak positive-pulse plate voltages of 2,200 volts and maximum peak cathode currents of 210 milliamperes.

REVERSE PITCH

Spoken bridges—rather than traditional musical tones, are employed in new radio spot campaign being placed in northeast U.S., starting next week, by Emil Mogul Co. for client National Shoes Inc. on 50 stations. Listeners will hear four different musical themes interspaced with connecting hard-sell pitches. Author of reverse-technique radio commercials is Myron A. Mahler, agency vice president and air-media creative director. Latter created client's first jingle, "National shoes rings the bell," 14 years ago.

PEOPLE

STEPHEN STRASSBERG, ABC assistant director of press information, promoted to director succeeding **HANK WARNER,** who resigned to become general manager of press information in New York for CBS-TV. **LARRY LOWENSTEIN,** CBS-TV press information director in New York, named to new post, director of special services for network. He will handle special liaison assignments. Mr. Warner, with ABC two years, had been with CBS previously 13 years. **LEONARD SPINRAD,** recently with CBS-TV, named executive editor, press information and acting director of information, CBS Labs.

ROBERT F. OHLEYER, WISH-AM-TV Indianapolis manager of local sales, named manager of radio, WISH, by **ROBERT B. McCONNELL,** vice president-general manager of stations. **JOSEPH E. LAKE,** commercial manager of WFMY-TV Greensboro, N. C., appointed commercial manager of WISH-TV and **RAY REISINGER,** promotion and merchandising manager of WCKT (TV) Miami, named director of programs and merchandising for WISH-AM-TV.

CARL W. PLEHATY JR., formerly product manager, Chase & Sanborn coffee, and associated with Standard Brands, N. Y., for past 12 years, to account executive, and **ROBERT WATKINS,** former account executive on Warner-Lambert Pharmaceutical at Norman, Craig & Kummel, N. Y., to associate marketing director, both at Bryan Houston, N. Y.

FRANK WESTBROOK, vice president-creative director, and **ANNE COYLE,** vice president-client relations, elected directors at Lilienfeld & Co., Chicago agency.

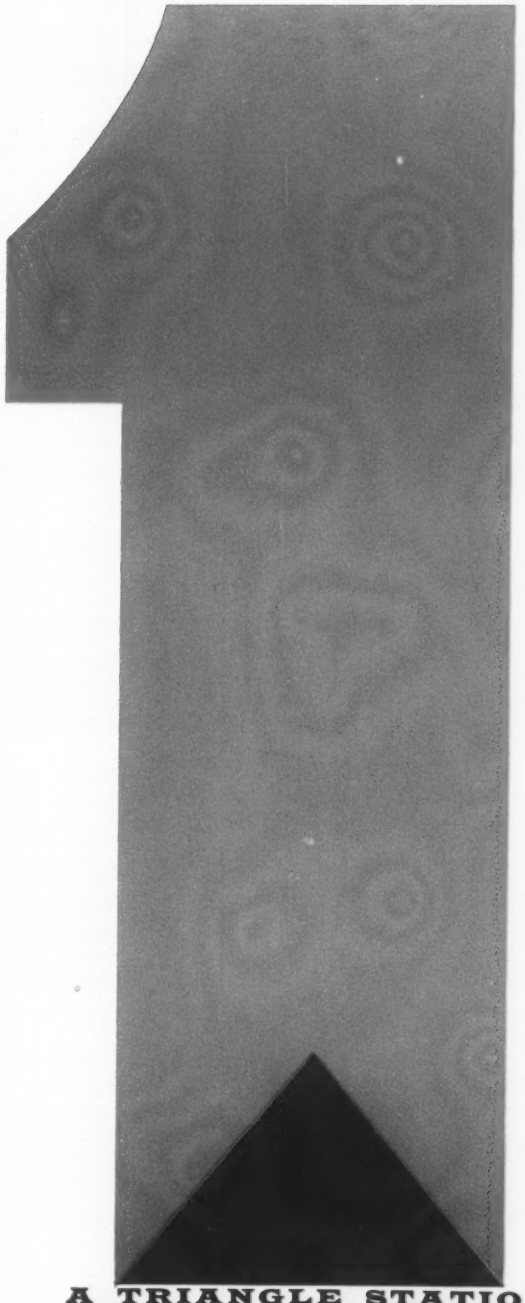
GORDON KOHLER, with A. C. Nielsen Co. 13 years, to assistant to division manager, Broadcast Div.

FTC Issues Muntz Order

Federal Trade Commission approved consent order Friday prohibiting Earl W. Muntz, Chicago, from exaggerating size of picture tubes in tv receivers sold by him. FTC claimed in complaint filed in 1957 that horizontal measurements of viewable area of cathode ray tubes in Muntz Tv sets were substantially less than sizes claimed in newspaper advertising and on set markings themselves. Consent order recommends that exact diagonal measurement or actual viewing area in square inches must be disclosed conspicuously. Mr. Muntz, formerly president of Muntz Tv Inc., has not been officer of company for last 18 months.

Mutual List Rises to 441

Mutual now claims total station lineup of 441. Network reports 18 stations joined network and 43 renewed affiliations within past 90 days.



1ST

1st in Delaware Valley, USA,

for **9** consecutive months.

Sources: ARB, Nov. 1957—July 1958

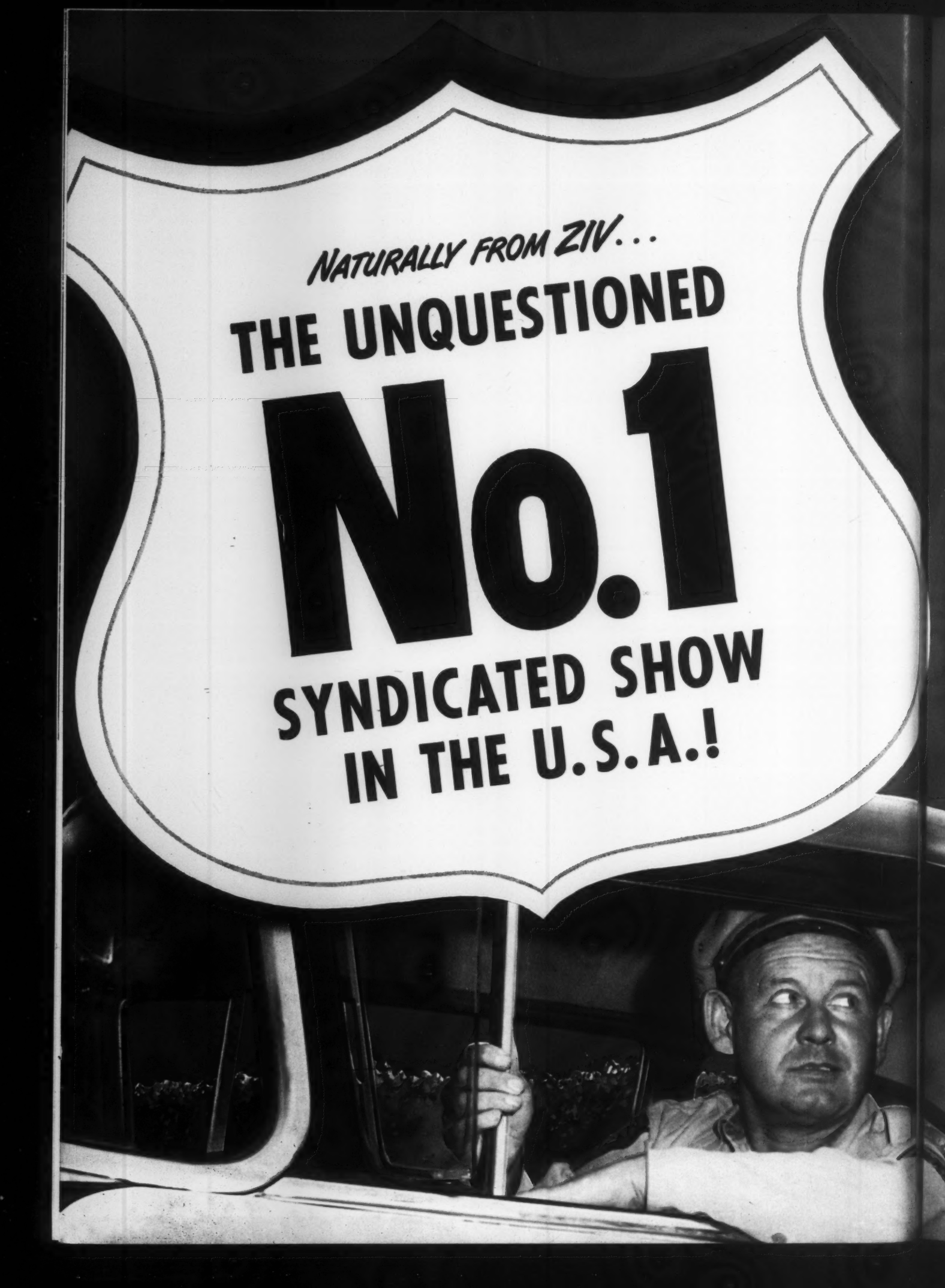
A TRIANGLE STATION

WFIL-TV

PHILADELPHIA, PENNSYLVANIA

ABC-TV **CHANNEL 6** BLAIR-TV

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV**, Binghamton, N.Y. / **WLBR-TV**, Lebanon-Lancaster, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV**, Hartford-New Haven, Conn.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York


NATURALLY FROM ZIV...
THE UNQUESTIONED
No.1
SYNDICATED SHOW
IN THE U.S.A.!

"HIGHWAY PATROL"

HISTORY MAKING

4th YEAR OF PRODUCTION!

VOTED #1 . . . in all-industry balloting

- Best Syndicated Series On The Air!
- Best Syndicated Adventure Series!
- Broderick Crawford . . . Best Actor in Any Syndicated Series!

4th Annual TV Awards

RATED #1

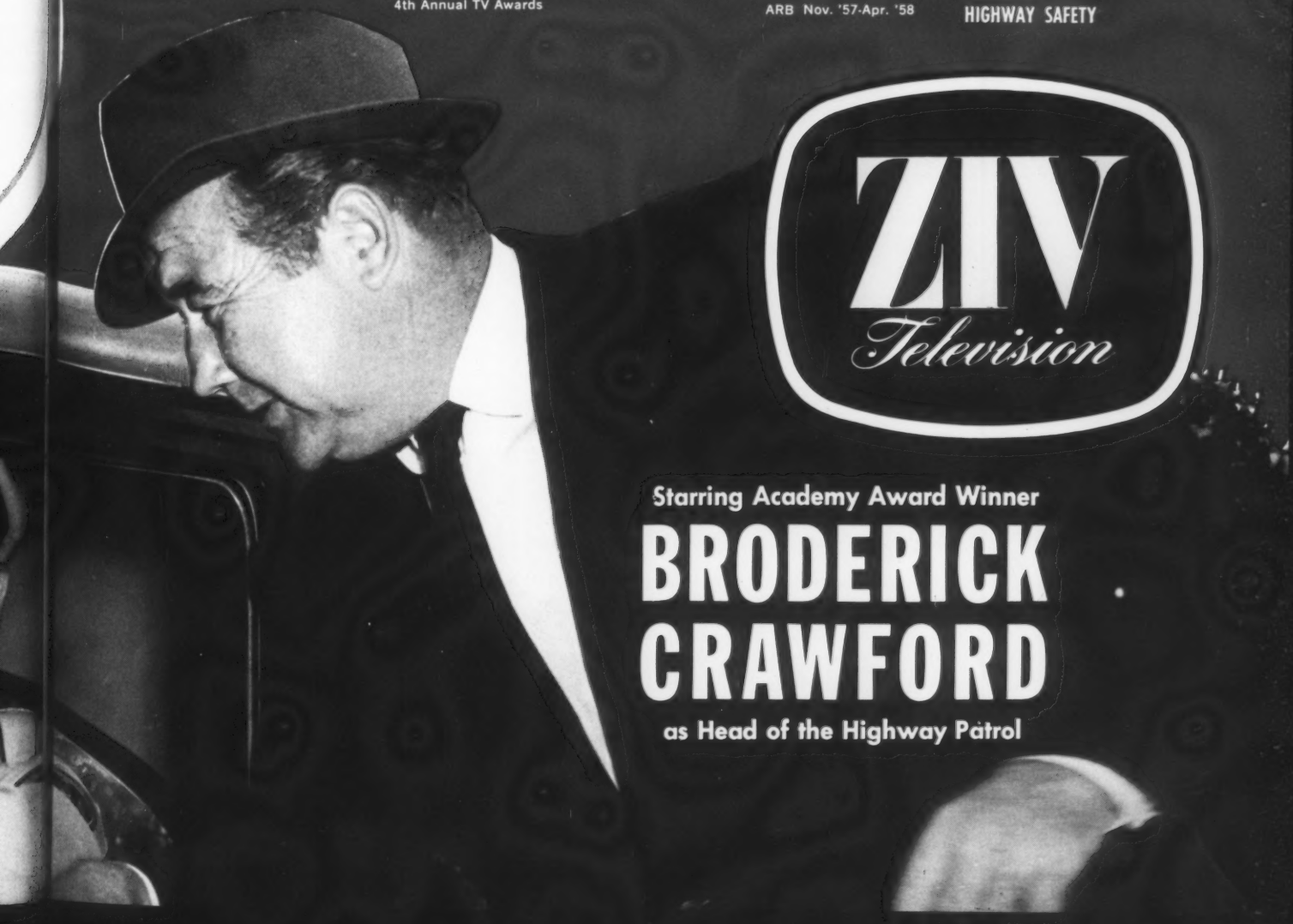
- No. 1 Nationally 16 Consecutive Times!

Pulse Multi-Market Avg.
Feb. '57-May '58

- ARB AVERAGE RATING 30.3 In 110 Markets for 6 Consecutive Months!

ARB Nov. '57-Apr. '58

Winner of
NATIONAL SAFETY COUNCIL AWARD
1958
for Outstanding Promotion of
HIGHWAY SAFETY



ZIV Television

Starring Academy Award Winner

BRODERICK CRAWFORD

as Head of the Highway Patrol

as basic as the alphabet

EGYPTIAN

The ancient people of the Nile believed that a bird-god named Thoth invented writing, including a sacred sign which meant *support*. This, scholars think, was the beginning of our letter F.

PHOENICIAN

When traveling merchants from Asia Minor did business in Egypt, they saw the sign, liked it, and made it part of their alphabet. Slightly changed in form, it was called *wau*.

GREEK

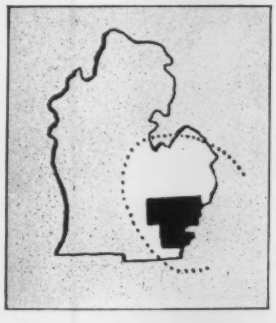
According to legend, the Greek hero, Cadmus, carried a sixteen-letter alphabet including *wau* from Phoenicia to his homeland. Later, the variants shown here disappeared from Greek writing.

ROMAN

While the Greeks were still using the antique F, the Etruscans borrowed the letter and passed it along to the Romans who shaped it in the form we know today.

F

Historical data by
Dr. Donald J. Lloyd, Wayne State University



If its your main target perfectly—without waste.

Seventy percent of Michigan's population commanding 75 per cent of the state's buying power lives within WWJ's daytime primary coverage area.

First on your Michigan station list should be WWJ—where thirty-eight years of leadership experience coupled with modern radio concepts deliver exceptional results in the great Detroit-Southeastern Michigan market.

Start your fall radio campaign here—with the WWJ Melody Parade, the WWJ features originating at Northland and Eastland Shopping Centers—with sales-minded personalities like Hugh Roberts, Faye Elizabeth, Dick French, Bob Maxwell, and Jim DeLand. It's the *basic* thing to do!

AM and FM

WWJ RADIO

Detroit's Basic Radio Station

Owned and operated by **The Detroit News**
NBC Affiliate
National Representatives: Peters, Griffin, Woodward, Inc.

Whose Week Comes When?

EDITOR:

Television sponsorship isn't as easy to keep track of these days, with alternate-week clients, crossplugs, major and minor weeks, etc. In fact, alternate-week sponsorship is becoming the rule rather than the exception—50% of WFIE-TV's current program schedule in AA time is sold on that basis.

There are several ways of determining which advertiser has which week:

1. Consult the original service order and calculate from the starting date. If the starting date was in 1957, this can take time.
2. Consult last week's log, if it's handy. But an error in the log may thus be perpetuated for weeks.
3. Color-code your advertisers.

This latter system, which we call our "red and blue week" system, has been in use at WFIE-TV for more than a year and has served specifically to clarify alternate-week sponsorship. It works like this:

A calendar is marked for alternate red and blue weeks. By checking the flex file in which alternate-week advertisers have also been marked in red and blue, one can easily match the sponsor with the week. One may also check months in advance, if necessary, to determine which a-w sponsor is scheduled on a specific date. For *The Californians*, "Singer red and Lever blue" is all we need to know.

The red and blue week system has reduced errors in a-w scheduling, it has simplified making up a-w service orders, and it has clarified the interpretation of a-w service orders. This applies also to spots. The station may receive a spot order to run "Sept. 2, 11, 16, 25, 30, Oct. 9, 14, and 23." How much easier to express it this way: "Tuesday blue, Thursday red, Sept. 2 thru Oct. 23."

We feel the system could be of even greater value if the synchronization of red and blue weeks were standardized throughout the industry. Then a network or agency could specify "red week sponsorship" and everyone would know exactly which dates were being designated. With more alternate week schedules coming up this fall, it's something to think about.

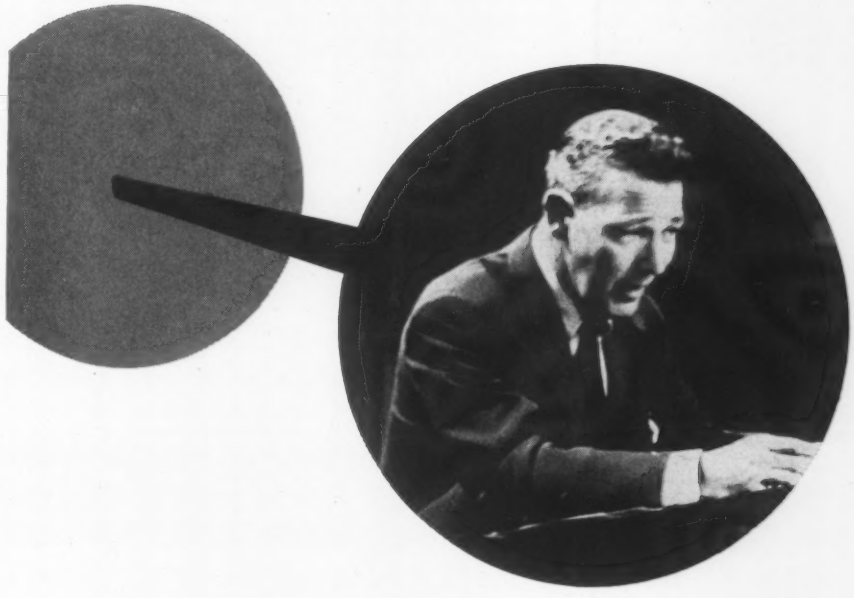
Chester T. Behrman
Program Manager
WFIE-TV Evansville, Ind.

Sub-Teen Pollsters

EDITOR:

My sales manager's wife recently answered her doorbell and found two boys, ages about 12 and 7. The older announced that he represented a nationally known and respected survey company and questioned her on her radio habits. Their visit was preceded by a local campaign by an out-of-town station consisting of three sound trucks and a crew of youngsters plastering bumpers with this station's call letters. We even had to chase a couple of kids out of our own third floor studios where they were attempting to paste stickers.

When this survey is released will it become the basis for spending thousands of dollars of advertising money? The little boy

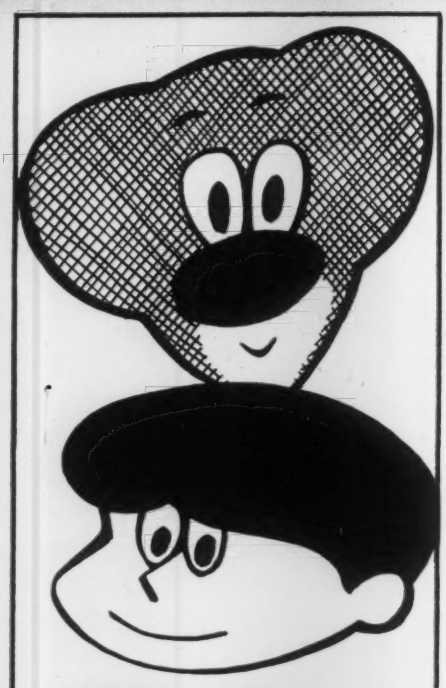


Strong
by name

Backstage, with Jerry Strong (7:00-7:05, Monday-Friday) reporting entertainment news and interviewing celebrities, is also strong by nature, matching it's mc's name by consistently producing top ratings for the past year. Available five nights a week, it's a powerful segment of

Seven O'Clock Final, *Washington's top-rated early evening newscast.*

wmal-tv
abc
WASHINGTON, D. C.
an Evening Star station represented by H-R Television, Inc.



SPUNKY & TADPOLE

ARE HERE!

A BRAND NEW COMEDY PACKAGE

150 animated color episodes, loaded with excitement and thrilling close-shaves, carry this small boy and his teddy bear friend to distant planets, the wild west, pirate ships and caves. Spunky and Tadpole will add new life to your programming for young and old.

ANOTHER GUILD COMEDY HIT

BIG RASCALS

HILARIOUS RATING WINNER

133 RKO COMEDIES

GUILD FILMS COMPANY INC

460 PARK AVE. N. Y. 22, N. Y. MU 8-5365

IN CANADA: S. W. CALDWELL LTD., TORONTO

taking the survey was polite and clean but are his findings qualified to influence the judgment of experienced timebuyers and possibly even negate the efforts of radio stations sincerely attempting to provide a stable, adult buying audience through thoughtful, long term service to their communities?

How about an affidavit from the station ordering the survey, as well as any others invited to join and therefore aware of the dates, stating they used no special gimmicks? Refusal to do so could be so noted.

Walter Kearsey
General Manager
WBRK Pittsfield, Mass.

Ending the Silence

EDITOR:

In the June 16 issue there appeared a story, "How Sunday Can Be a Working Day For Radio." It explained how WJQS Jackson, Miss., increased monthly billing in one year from $280 to $9,000 through a policy of selling program units in "fringe" time. By normal criteria, this story should have created a mild sensation in radio circles. I have searched vainly through your editorial pages, and especially OPEN MIKE, for even one word of comment.

On the other hand, I have found numerous arguments over a controversy which has been partly, though inadvertently, responsible for maintaining many medium- and small-market stations at a mere survival level, as well as jeopardizing their licenses. As opposed to this, the experiment of the Jackson station could substantially increase local revenue, as well as operating standards, for stations in most of these markets.

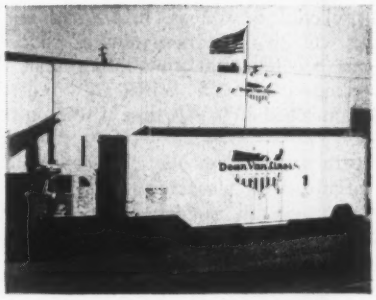
On the one hand, we are proud that local radio revenue has doubled in the past 10 years, with substantial increase in national spot revenue. On the other, we are proud that the number of radio stations has more than doubled in the same period. But we don't combine the two. If we did, we wouldn't find so much to be proud of. If we added a third fact, that approximately 30% of all stations have been operating at a loss in recent years, we would have even less to be proud of.

Prevailing methods of operation are calculated to cause revenue and audience ratings to fluctuate radically and sporadically, with little chance for sound and progressive expansion—without even dependable stability. True, super-aggressive operators sometimes play for all it's worth, but they must sooner or later run into a bottle-neck and the dead end to further progress. Is it worth an FCC citation for purported program imbalance and over-commercialization?

It is no secret among veteran authorities (those still in radio) that few stations are even approaching their potential in revenue volume. RAB made this declaration sometime back, and in the same release it was further stated that program selling is the key to cost-cutting and profitable operation, and that too many stations are concentrating on spot saturation campaigns.

I have just completed a comparative

Radio Writes a Moving Case History for Dean



MOVING AND STORAGE is a major industry in Southern California, where 30% of all families change residence in an average year.

THAT'S WHY DEAN VAN LINES, with general offices in Long Beach, relies on the all-pervasive medium, RADIO, to build the brand image which will make these modern nomads think first of DEAN when it's time to move. In the past twelve months DEAN has used 1500 announcements on KBIG, *has just renewed* for another year.

"We put a substantial portion of our ad budget in radio," reports owner A. E. DEAN, "because an evaluation of our advertising program proves that radio produces more business than any other medium, over all. Our business has increased steadily without a dip, and so has our use of radio."

CHRIS CHRISTIAN, DEAN'S National Advertising Manager, adds, "We put a great portion of our advertising budget on KBIG *because it delivers 234 cities and towns in all eight Southern California counties at lowest cost per thousand* . . . its audience is responsive . . . and its adult programming gives us a no-waste circulation."

YOUR KBIG OR WEED CONTACT will gladly provide other case histories to help you evaluate Southern California radio in your own marketing situation.

JOHN POOLE BROADCASTING CO.

6540 Sunset Blvd,. Los Angeles 28, California

Telephone: HOllywood 3-3205

Nat. Rep. WEED and Company

FIRST ON THE PHILADELPHIA SCENE

. . . YET KNOWN THROUGHOUT THE NATION

WIBG · RADIO 99

In 1795 the United States Mint in Philadelphia produced the first Silver Dollar. Today MORE advertisers spend MORE dollars with WIBG-RADIO 99 — First in Philadelphia!

WIBG commands first place with Philadelphia audiences for total rated time periods, 7 days a week!*

Cash in with WIBG-RADIO 99 . . . where your advertising dollar goes farther naturally . . . and where big audiences mean big listening — and big results! Call Joe Conway or your Katz man today.

**C. E. Hooper—April, May, June—1958*

WIBG — A STORER STATION — RADIO 99 — ON YOUR DIAL

STORER BROADCASTING COMPANY

Storer Radio

WIBG	WWVA	WAGA	WGBS	WSPD	WJW	WJBK
Philadelphia	Wheeling	Atlanta	Miami	Toledo	Cleveland	Detroit

CHAMPIONSH

Leads the TV

IN RATINGS AND

Latest 1958 ratings in 30 typical cities

Cincinnati, Ohio
WKRC-TV—16.3

Detroit, Mich.
WXYZ-TV—13.3

Rock Island, Ill.
WHBF-TV—27.5

Chicago, Ill.
WGN-TV—10.0

Charlotte, N.C.
WSOC-TV—13.3

Cleveland, Ohio
WEWS—16.5

Duluth, Minn.
WDSM-TV—18.4

Kansas City, Mo.
KCMO-TV—17.9

Knoxville, Tenn.
WATE-TV—18.1

Lubbock, Tex.
KDUB-TV—15.5

Milwaukee, Wis.
WTMJ-TV—15.2

Minneapolis, Minn.
WCCO-TV—12.7

New Orleans, La.
WDSU-TV—11.5

Indianapolis, Ind.
WFBM-TV—11.9

San Antonio, Tex.
KONO-TV—15.9

Rochester, N.Y.
WROC-TV—25.0

Buffalo, N.Y.
WBEN-TV—13.7

Baltimore, Md.
WMAR-TV—17.8

Dayton, Ohio
WHIO-TV—21.5

Pittsburgh, Pa.
WIIC—11.0

Wichita, Kansas
KAKE-TV—16.4

Grand Rapids, Mich.
WOOD-TV—19.8

Louisville, Ky.
WHAS-TV—18.3

Seattle, Wash.
KOMO-TV—16.1

Binghamton, N.Y.
WNBF-TV—20.9

Tulsa, Okla.
KOTV—14.2

Spokane, Wash.
KREM-TV—13.5

Memphis, Tenn.
WHBQ-TV—14.4

Boston, Mass.
WNAC-TV—9.0

Portland, Ore.
KPTV—12.3

RATING... 15.9 AVERAGE

...and remember, the show is mostly slotted in fringe time periods!

PRODUCED BY PETER DEMET

DIRECTED BY SID GOLTZ

... the people who do "All-Star Golf"

The only TV Bowling Show sanctioned by American Bowling Congress

HIP BOWLING

Sports Parade

D COST-PER-THOUSAND

*Average cost per 1,000 homes per commercial minute **$1.70**

*Average cost per 1,000 viewers per commercial minute **74c**

Based on 30 typical markets presented on the left.

Championship Bowling now available for Fall release . . .

26 brand-new hour shows!

featuring the World's Greatest Bowling Stars, and Fred Wolf, America's leading Bowling Sportscaster.

WALTER SCHWIMMER, INC.

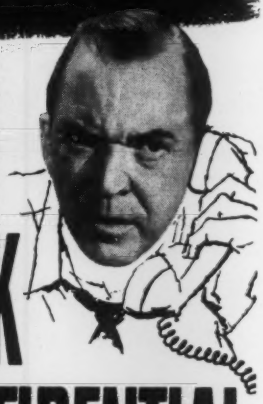
CHICAGO •MAIN OFFICE • 75 E. Wacker Drive
FRanklin 2-4392

NEW YORK •527 Madison Ave.
ELdorado 5-4616

FREE FOR ASKING

Comprehensive new study on the TV sports picture, plus all the facts on bowling.

PHONE NOW!
MARKETS
SNAPPED UP
EVERY DAY!



NEW
YORK
CONFIDENTIAL

starring
LEE TRACY

Produced on location! Most fabulous city in the world! Never before filmed for local market television!

D-X Sunray Oil Co. buys big midwest regional! Schaefer Beer! Pabst! CBS in New York! KTTV! Triangle! Westinghouse! Storer! Meredith!

Choice markets still available! Phone now! – PLaza 5-2100

Television Programs of America, Inc.
488 Madison Avenue • New York 22

Wire or phone
Michael M. Sillerman,
Exec. V.P., collect
today for your
market!

TPA

OPEN MIKE CONTINUED

study of seventy-eight radio markets which confirms the RAB release. No more than 15% have achieved revenue volume above what might be reasonably considered normal expectancy. In half of the markets stations have developed less than 50% of their local potential, with some improvement in a few markets when gross revenue figures are used.

Even I have some doubts about the invariable success of every experiment to sell programs. There are some essential methods and techniques which seem to have been forgotten since the days before television. The Jackson story had its amusing aspects. The Sunday schedule of commercial program units provides 50% more revenue than any other day, but the station will continue to restrict program sales to fringe time not in demand for spots. But such a tongue-in-cheek attitude as this is far more liberal than the arbitrary opposition usually encountered.

The "wave" of spot saturation was born of desperation when much of the revenue and executive experience were being drawn into television. All stations were forced to adjust to this trend to share in national business, but the wave has fanned to sweep everything in its path. Stations continuing to enjoy the most favorable local sales conditions were lured into the trap. Few medium- or small-market stations could have been hurt by spot saturation from national accounts, but the great mass of local volume was also needlessly converted to saturation.

Present conditions seem to have effected a complete reversal of basic operating philosophy. All too often, the ultimate goal is a record-breaking current monthly billing. Selling long-term contracts for local accounts does require special techniques; but far more vital are management policies and philosophy which provide and implement these methods. Designs for effective policies demand much serious study and planning. It cannot be done by ignoring the future. When eyes remain glued to current billing, all efforts are directed at this one immediate and almighty objective. But concentration on present affairs provides little hope for substantial progressive and healthy expansion.

Julian Skinnell
(Ex-WLBR-TV Lebanon, Pa.)
Lancaster, Pa.

Circulation Booster

EDITOR:

For years my best intentions to file back copies of BROADCASTING have come to naught. So now I have started "planting" them in waiting rooms, barber shops, etc. Although some of our dirty linen is aired, as it is in any trade magazine, each edition contains much more positive selling for the industry. Is there anything wrong with this?

Nels Rupard
General Manager
KIND Independence, Kan.

[EDITOR'S NOTE: Nothing wrong. BROADCASTING, whose current press run is 22,100, is delighted to have this bonus circulation.]

IN REVIEW

OUTLOOK

It was worth waiting nearly three weeks after Bastille Day to get a look at Chet Huntley's film of the Paris parade. It may have been a monochrome show Aug. 3 but this was some of the year's most colorful footage—successfully communicating the emotions aroused by the DeGaulle-produced extravaganza. Mounted Arabs, tough legionnaires, African troops—and shots of editor Huntley mingling with that old-time Champs-Elysees crowd—combined to provide an irresistible bridge into the substance of the program—a thoughtful discussion of French politics with a leftist leader.

This was a typical edition of *Outlook*, which Sunday in and Sunday out offers some of the most palatable news-public affairs commentary on the dial. It is the product of an astute editor backed up by first class writers, cameramen and production people.

Production costs: Approximately $8,000.
Sustaining on NBC-TV Sunday (Aug. 3) 6:30-7 p.m. EDT.

Editor-commentator: Chet Huntley; producer: Reuven Frank; directors: Jack Sughrue, Jim Kitchell; writers: William Hill; Piers Anderton.

BOOKS

YEAR ONE—The Story of the First Year of Granada Tv Network. Published by Granada, printed in London by Shenval Press. 118 pages.

Granada Tv Network Ltd., now in its third year of existence has put together an amusing ("if only as a museum-piece," the preface says) account of its early days in supplying weekday programming to a large area in the north of Great Britain.

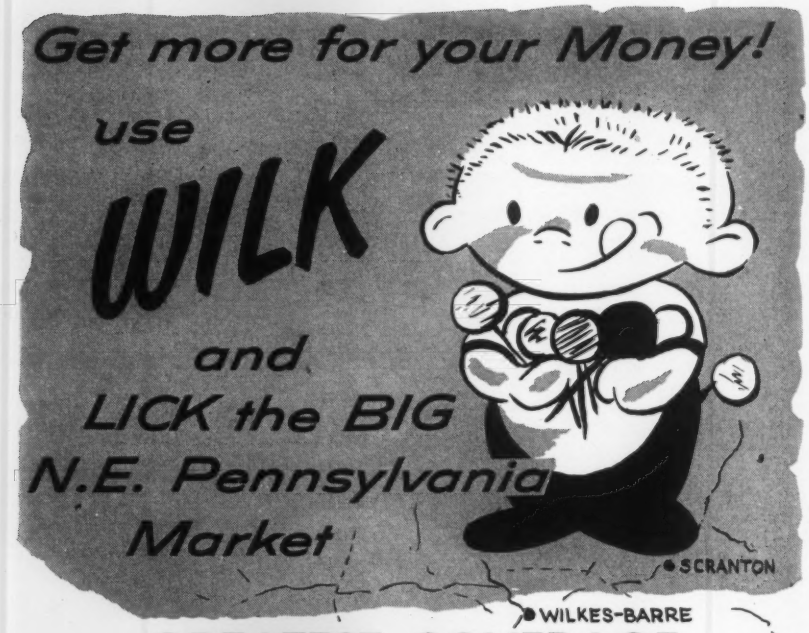
The story of a late-starting commercial programmer (May 3, 1956) in a country where non-governmental tv was a late-comer and unprecedented, this delightful book should be interesting on at least two accounts to tv colleagues on this side of the Atlantic: (1) the book bears a light touch along with an intensely serious outlook, and (2) "Year One" is informative as to how the "other fellow does it" (or did it) in tv programming.

The little volume opens with a description of Granada as a theatre chain which enters independent tv programming. From then on the reader participates in the building of the service (based at Manchester), its debut in 1956, and continues to share the new experiences and attitudes toward creative programming (drama, journalism and light entertainment).

A fascinating treatment is the book's "picture section"—a dramatic portrayal of people, action and broadcast facilities through a sequence of revealing photographs. Also included: A reference section that includes lists of advertisers and network people, charts, data on size and nature of the tv audience in Britain and even reprints the Television Act, 1954, the White Paper that set up England's independent tv.

The wry British touch: After a meticulous listing of every advertiser and product using Granada since it went on the air—a

Great Albums of Music
WVNJ
Great Albums of Music
620
Nothing else like it
in Greater New York
IN PROGRAMMING: The voice of WVNJ is unique. It's the only radio station in the entire Metropolitan New York area that plays just Great Albums of Music from sign on to sign off — 365 days a year.
IN AUDIENCE: So different, too. So largely adult — so able to buy — so able to persuade others to buy. And in Essex County alone (pop. 983,000) it has more listeners than any other radio station not only in New Jersey, but in New York as well.
IN VALUE: It delivers the greater New York audience for less than 31c per thousand homes — by far the lowest cost of any radio station in the market. We can prove it with Nielsen and Pulse. Get the facts and figures today.
RADIO STATION OF The Newark News
national rep: Broadcast Time Sales • New York, N. Y. • MU 4-6740
WVNJ
Newark, N. J.— covering New York and New Jersey



GREATEST COVERAGE

- 1st in Average Share of Audience—ALL DAY*
- 1st in Average Quarter Hour Rating—ALL DAY*

HIGHEST POWER

- Highest power and dominant penetration among all competing stations.

LOWEST COST

- WILK has the greatest listening audience—You get a greater return on every dollar spent.

BIGGEST GROWTH

- Effective programming directed to the young and old alike is responsible for WILK's rapid growth.

* Pulse Wilkes-Barre - Hazleton Metropolitan Area — November 1957.

WILK

Wilkes-Barre, Pennsylvania. Call Avery-Knodel for details

The only A.B.N. Affiliate in Northeastern Pennsylvania.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name *title/position**

company name

address

city *zone* *state*

Please send to home address — —

* Occupation Required

portrait on the last page of the book of one P. T. Barnum.

MOTIVATION RESEARCH by Harry Henry, Frederick Ungar Publishing Co., 105 E. 24th St., New York 10, N. Y. 240 pages. $5.

The reader might be reminded of a cast member in the flapper musical, "The Boy Friend," who assured the audience, "We had the twenties in Britain, too." It turns out that they have MR in Britain as well, and presumably there's no escaping it anywhere.

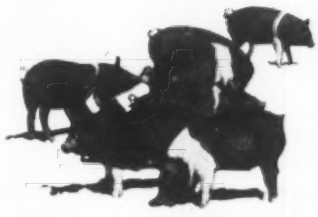
Mr. Henry, director of research for McCann-Erickson Adv. Ltd., London, and chairman of the agency's European research committee, seems well qualified to speak for the advertising phenomenon of the fifties. His book on MR, "its practice and uses for advertising, marketing and other business purposes," is a conscientious explanation of the infant depth technique, the why, what and how in production, packaging, marketing and advertising—all indexed and bibliographed. He treats his subject good humoredly, even sprinkling in a Goldwynism from time to time (do they have him there too?). Harry Henry also covers the great names of MR. All are introduced and Vance Packard comes in for a spirited rebuttal of what Mr. Henry believes are conclusions unfairly drawn by *The Hidden Persuaders.*

RADIO FREE EUROPE by Robert T. Holt, U. of Minnesota Press, Minneapolis 14, Minn. 249 pages. $5.

Dr. Holt, an assistant professor of political science at the U. of Minnesota and a veteran of Army psychological warfare, went to Munich to study the nine-year-old service operated by political exiles. He has put an exhaustive story of RFE on the record, covering people, methods and policy. The story of the private propaganda enterprise is a distinct documentary contribution, complete with scholarly appendix, notes and index but without pedantry. Notes are thoughtfully put at the end instead of at the bottom of pages. One interesting chapter deals with the role of RFE in Polish and Hungarian uprisings and subsequent charges that the radio service influenced the revolts.

IMPEDANCE MATCHING edited by Alexander Schure, John F. Rider Publisher Inc., 116 W. 14th St., New York 11, N. Y. 119 pages. $2.90.

No. 166-23 in the Rider Electronic Technology Series covers a subject about which editor Schure says, "Few topics must be given as close attention in the design and construction of electronic equipment as must impedance matching." He thoughtfully defines the function of impedance matching in the transfer of energy from the output of one circuit to the input of another. The book was written for design engineers, students, radio amateurs and electronic hobbyists. It doesn't stint on schematic illustration and includes review questions at each chapter's end.



Summer Stock

NATURE is hard at work in Iowa these hot August days. Seeds have finished dancing in the fat dirt; their progeny shoot towards the hard sky, bearing corn ears listening to inch-a-day growth, wheat kernels maturing to the marital music of the wind. Pigs dine on meals planned as carefully as a baby's, become obese hogs with slabs of bacon glinting in the X-ray eyes of their owners. Guernseys turn vegetation into butter-fat; Black Angus build beef as they ruminate, perhaps about imminent fulfillment of their destiny. Chickens cluck stupidly, bragging about their egg production; geese gaggle and turkeys start their inexorable road to momentary glory.

Each year Iowa's black soil produces more wealth (we've said this before, but maybe you weren't listening) than all the gold mines in the world. Yet agricultural Iowa is only half the story. Industrial Iowa contributes an annual value of manufactured products which exceeds the $2.5 plus billion farming provides annually.

Midst all this husbandry and industry Eastern Iowans find time to listen to WMT. WMT averages—5 a.m. to midnight—more audience than the combined total of all other radio stations located in our Pulse area.

WMT

CBS Radio for Eastern Iowa

Mail Address: CEDAR RAPIDS

National Representatives: THE KATZ AGENCY

WESTERN MARKET

Immediate availability. 640 million acres, cultivated by top radio station since 1924. Ideal for increasing sales in 302 counties of 12 states. Market furnished with over 4 million year 'round listeners plus 10 million vacationers. Purchase includes top network programming and popular local shows. A really outstanding time-buy!

Plus features included at no extra cost:

- **Friendly neighbors.** Since 1924, KOA has been a respected friend to this vast Western neighborhood.
- **Power and influence.** KOA's 50,000-watt voice is an influential power throughout the West.
- **Carefully planned programs.** KOA has always planned its programming to provide the type of entertaining and informative listening Westerners like and depend on.

Make your ad budget go farther ... work more effectively!

Buy KOA-Radio!

Represented nationally by
Henry I. Christal Co., Inc.

KOA DENVER *Radio*

One of America's *great* radio stations

50,000 WATTS **850 KC**

IN PUBLIC INTEREST

HOSPITAL RADIOTHON • KIDD Monterey, Calif., raised pledges totaling $104,000 in a one-day drive for funds to build a new hospital. Local civic leaders handled station newscasts and d.j. shows, while station personnel manned telephones, accepting pledges. KIDD reports a total of $260,000 was raised in one day by four radio stations, one tv station and two newspapers. Broadcasters accounted for $180,000.

FIRE RELIEF • WKBW Buffalo, N. Y., collected clothing, household goods and cash for a family, including 10 children, whose home was destroyed by fire. Mobile news cruisers were dispatched to make pickups of donations which included mattresses, rugs and a stove. Two listeners offered their summer homes as temporary shelter for the homeless family.

SPORTS CHALLENGE • Local sales manager Jack Sholar of WALB-TV Albany, Ga., has challenged Columbia, S. C., radio-tv sportscasters and newspaper sportswriters to a sports competition to stimulate interest in and raise money for the 1959-60 United States Olympic Team Fund. Mr. Sholar's challenge includes flycasting, putting, base running, and baseball, football and basketball throwing for distance and accuracy. If he wins, Mr. Sholar guarantees $250 to the Olympic Fund. If he loses, the money goes to charity of the winners' choice. So far, only *Columbia Record* sportswriter Sonny Gray has accepted the bait.

FLOOD RELIEF • WBT Charlotte, N. C., came to the relief of local flood victims by bringing their plight to the governor's attention. After surveying a neighborhood which had been plagued several times this summer by flood waters, which residents said were due to a highway construction project, veteran announcer Grady Cole took the situation straight to Gov. Luther Hodges. The governor flew to Charlotte the next day, mapped out a plan of action, and the following day, the N. C. Highway Commission began work to correct the situation.

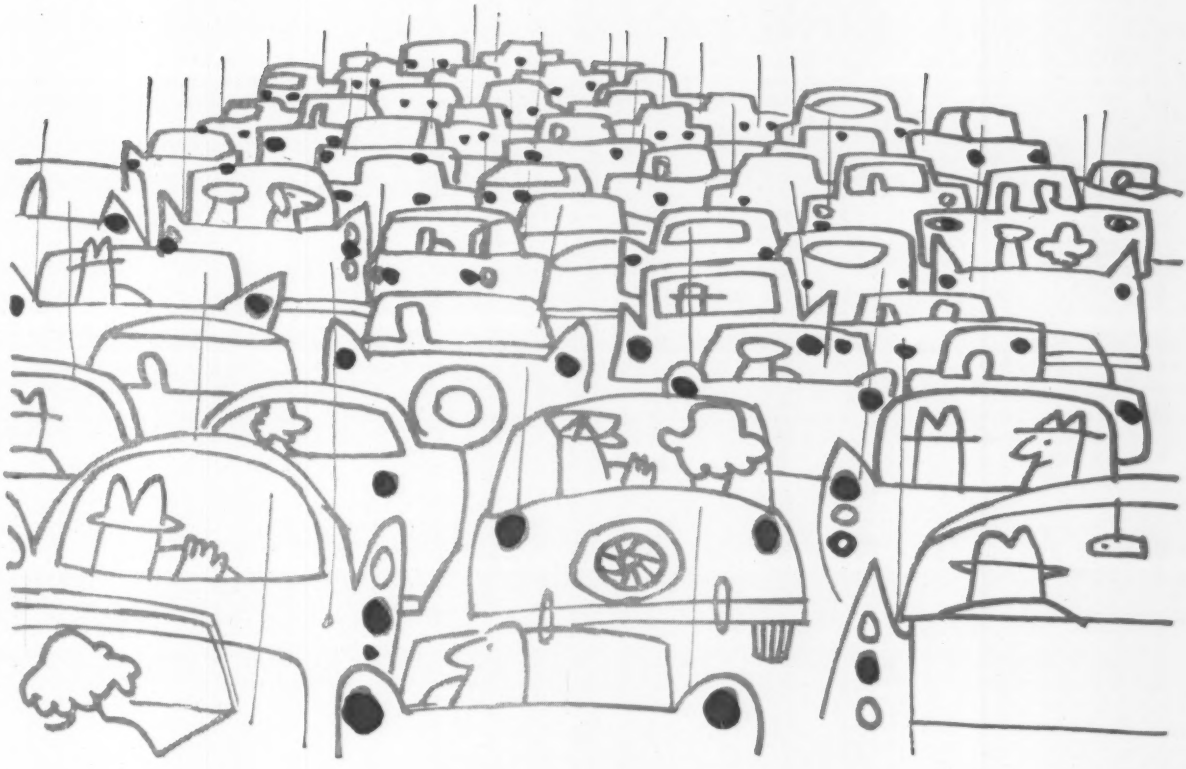
GROUNDBREAKING COMMENDATION • KOOL-TV Phoenix, Ariz., received a note of appreciation from Mayor Jack Williams for its "indefatigable" coverage of groundbreaking exercises for civic projects resulting from a recent $70-million bond expansion program. Expressing concern that the citizenry would not be aware of how the money was being spent, the mayor called the station's newsfilm coverage of the groundbreakings "public service at its highest level."

BLOOD DONORS • WMIX Mt. Vernon, Ill., promoting donation of blood to the local Red Cross, doubled the original quota. Listeners donated 629 pints in two afternoons.

FOOTBALL BENEFIT • WICC Bridgeport will broadcast the Connecticut All-Star east-west high school football game August 22. Gate receipts, as well as proceeds from the broadcast to be sponsored by Baldwin Motors Inc., Bridgeport, will go to the local Boys' Club.

The hand that wields the lipstick rules the family shopping world. In Portland, Oregon, and 30 surrounding counties, it's also the hand that tunes most to **KOIN-TV**... and the hand that reaches for your product in response to your gentle urgings on her station. The gentlemen at CBS-TV Spot Sales know all about her intriguing buying habits — and about **KOIN-TV**'s enviable coverage and ratings. Just ask for them.

Another thinly disguised WJR success story



Recession, Reschmession!

Folks in Michigan are still on the go and they're still spending money. A vacation is one of the first places where recession-minded people tighten the old belt. But hear this! The Michigan Tourist Council got close to one thousand replies from *one* WJR broadcast which included an offer of a vacation guide! That isn't all. This broadcast was made at 8 A.M. on a Sunday morning!

This indicates two things. First, Michiganders are spenders. Second, they depend on WJR as a guide in their spending. An Alfred Politz survey proved this when it disclosed that . . . in the age group that controls 80% of the purchasing power, WJR has more listeners than the next six Detroit stations combined!

The best way to chase those recession blues is to contact your nearest Henry I. Christal representative. He's the man with all the facts that prove WJR can move products in the Detroit-Great Lakes area—the fifth richest market in the country.

Recession, my eye!

WJR DETROIT

50,000 WATTS CBS

Radio Programs with Adult Appeal

WJR's primary coverage area —over 17,000,000 people

MORE THAN
100%
Greater Listening Audience

WILS

	7:00 A.M.—12:00 Noon Monday Thru Friday	12:00 Noon—6:00 P.M. Monday Thru Friday
WILS	58.3	60.5
Sta. B	25.6	21.2
Sta. C	7.7	9.8
Sta. D	3.7	3.2

C. E. Hooper, March-April, '58

5000
LIVELY WATTS

MORE LISTENERS
THAN ALL OTHER STATIONS
HEARD IN LANSING COMBINED

LANSING

CONTACT
VENARD
RINTOUL &
McCONNELL, INC.

WILS
music news sports

81

ASSOCIATED WITH PONTIAC'S
WPON

OUR RESPECTS

to Edward Welch May

Edward Welch May was born into the broadcasting business. His father, Earl May, operated KMA Shenandoah, Iowa, until his death in 1946. Young May assumed the twofold responsibility of KMA and the associated Earl E. May Seed Co., a dual role for which he had been carefully trained.

As a boy of seven—he was born July 28, 1919—Edward May started selling May garden seeds on the May Broadcasting Co. station, joining his father in a warm, neighborly program that had a wide audience around the Midwest. Inevitably the son acquired the friendly approach that had given KMA the label, "The Heartbeat of the Corn Country." This tag was applied by Homer Croy in his famed book, *Corn Country*.

Death of the elder May was a shock to the midwestern area but Ed May continued his father's daily 12:15 p.m. and 6:45 p.m. discussions of weather, markets and crops—especially weather. As midwesterners know, anyone who talks about the weather is sure of an audience since the whole economy depends on today's elements and what it's going to do tomorrow. The tradition of careful weather reporting was continued.

When complaints were made that tornado tracing and predicting was frightening some listeners, Ed May decided to find out what the public really wanted. A thorough survey was conducted. It showed that over 99% of the people wanted KMA to continue tornado warnings. The U. S. Weather Bureau sent copies of the survey to its stations around the country.

Another survey project was undertaken in 1954 when Mr. May revived his father's straw vote, once a nationally recognized reflection of grassroots election trends. The straw vote in 1936 and 1940 had been described by politicians as the most accurate in the nation.

While Ed May's broadcasting career started shortly after he entered public school, he didn't become a staff announcer until his senior year in Shenandoah High School. After classes he reported to KMA and worked as a commercial announcer. He obtained his higher education at U. of Nebraska where he met the future Mrs. May—Eleanor Jean Petty—and did graduate work at Iowa State College plus summer sessions at Tarkio College, Mo., and the U. of Mexico. He served for a time as junior agricultural economist in the office of foreign agricultural relations, stationed in Lima, Peru, and later Mexico City.

Besides succeeding his father as a broadcast voice, Ed May assumed the executive responsibilities. These soon included entry into television in Omaha, where the May Company owns 75% of KMTV (TV) and 25% of Central Broadcasting Co. (WHO-AM-TV Des Moines, WOC-AM-TV Davenport). He is president of KMA and KMTV and vice president of KFAB Omaha. As president of Earl E. May Seed Co. he directs a firm with wide distribution (2,100 stores) plus operation of a regional store group (37 stores). He is a board member of the seed and broadcast corporations as well as Mount Arbor Nurseries and State Savings Bank of Bedford, Iowa.

Having broken into broadcasting as a child, Ed May is continuing the family tradition with his three children—Annette, 13, Karen, 10, and Edward Jr., 4. Eddie Jr., in the juvenile role formerly handled by his sisters, draws fan mail from children of four states. The three often sing "Happy Birthday" on the noon program in answer to listeners' requests. Mrs. May isn't interested in air appearances.

The seed and nursery business fits nicely into the broadcast enterprises. Ed May has instilled pride in home gardening and regularly reads reports on listeners' flower and vegetable gardens. He is active in civic projects, including Children's Memorial Hospital, Southwest Iowa Theatre Group and the Shenandoah Congregational Church. Other interests include the Elks and Masonic Lodges, Kiwanis and Chamber of Commerce.

Ed May is strictly informal around the office and enjoys chatting with visitors who come to KMA and the seed company. He greets large numbers of visitors who come to see the grounds and inspect the company operations with a spontaneous friendliness reflected throughout the May organization. He is of medium stature, blondish and on the quiet side. Around the Midwest he is universally known as "Ed," which he prefers to "Mr. May."

Hobbies, besides his family, include a male quartet he started several years ago. The group appears all over the Iowa area. He has encouraged square dancing and helped organize the Shenandoah Pairs and Squares. At home he plays on a Wurlitzer electric organ and indulges his horticultural bent in a greenhouse that features his company's products.

Bright New Show in the Morning . . .

GEARED TO DETROIT ON THE MOVE!

Sparkling Wake-Up Music . . . plus
Interviews with Famous Stars of the Entertainment World

"MARTY'S MORNING BEAT"

MONDAY THRU SATURDAY
6 TO 10 A.M.

Marty interviews guest star Jackie Cooper

MARTY McNEELEY HELPS YOU GET MAXIMUM RESULTS IN MICHIGAN'S RICHEST MARKET AT LOWEST COST PER THOUSAND ON

WKMH

MARTY McNEELEY is one of Detroit's most popular radio personalities. And now Marty's brand new morning show on WKMH commands a big listening audience at the start of the day . . . catches Detroit at the breakfast table . . . entertains them driving to work (81% of the Motor City families own cars and 65% use them morning and evening). Advertisers who KNOW use the KNORR network. It's your best buy in the rich Detroit market.

Save up to 15% by using 2 or more of these powerful stations

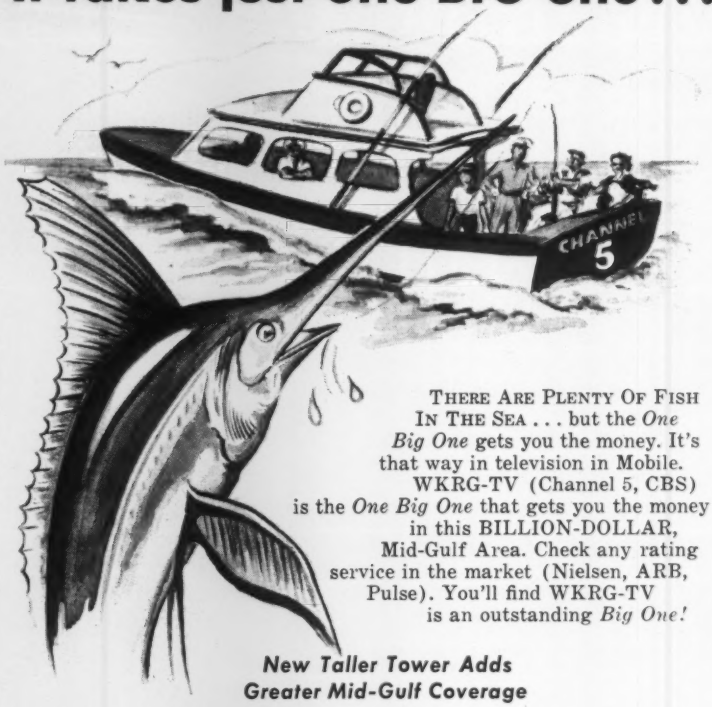
WKMH	WKMF	WELL	WSAM	WKHM
Dearborn-Detroit	Flint, Mich.	Battle Creek, Mich.	Saginaw, Mich.	Jackson, Mich.

USE 4 OR 5 STATIONS...SAVE 15% • USE ANY 3 STATIONS...SAVE 10% • USE ANY 2 STATIONS...SAVE 5%

WKMH RADIO HUB OF THE MOTOR CITY

KNORR BROADCASTING CORP. Fred A. Knorr, Pres.
Represented by Headley-Reed

It takes just one *BIG* one . . .



THERE ARE PLENTY OF FISH IN THE SEA . . . but the *One Big One* gets you the money. It's that way in television in Mobile. WKRG-TV (Channel 5, CBS) is the *One Big One* that gets you the money in this BILLION-DOLLAR, Mid-Gulf Area. Check any rating service in the market (Nielsen, ARB, Pulse). You'll find WKRG-TV is an outstanding *Big One!*

New Taller Tower Adds Greater Mid-Gulf Coverage

Now, something new has been added . . . a new maximum-height tower that sends WKRG-TV's better programming booming into tens of thousands of additional Mid-Gulf homes . . . as the map below clearly shows. Even before the new tower, Nielsen gave WKRG-TV 46,000 extra families in the Mobile market. For full details of WKRG-TV's lead, call your Avery-Knodel man . . . or C. P. Persons, Jr., V.P. and Gen'l Mgr. of WKRG-TV.

CHANNEL 5 **WKRG-TV**

MOBILE, ALABAMA

Reps. Avery-Knodel

CBS

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*Reg. U. S. Patent Office

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Best insurance you can buy against long periods of interrupted service. With an elevator, it's possible to get a technician up on the tower fast . . . and in almost any kind of weather . . . to locate and correct trouble. This kind of *fast* action is just not possible without an elevator, especially at night or during icy winter weather.

Easy to give on-the-spot supervision. When there's work being done way up the tower, an elevator enables you to supervise and inspect the job yourself, get a first hand close-up view of equipment in safety and comfort.

Greatly simplifies routine maintenance. Light bulb changes, fastener and paint checks, periodic inspections all take less time, less effort, cost less money. An elevator puts men on the job fresh and ready to work, not tired after a long climb.

Dresser-Ideco TOWER ELEVATOR

assures speedy, safe service, inspection and maintenance

Dresser-Ideco elevators are engineered and built for complete safety and simplicity of operation and maintenance. A single switch moves the car up or down, or stops it at any point on the tower. The system is completely equipped with automatic safety devices. A radio control system eliminates the need for elevator wiring circuits on the tower, greatly simplifies installation and maintenance.

An elevator is practically a "must" on a tall antenna tower. Dresser-Ideco recommends that all towers in the 700-foot height range, or higher, be elevator-equipped, and suggests under certain circumstances that an elevator would be a practical investment in a tower of lesser height.

Plan on a Dresser-Ideco elevator for *your* new tower or investigate the possibilities of adding an elevator to your present tower . . . be ready for safe and speedy service, inspection and maintenance. Write us for Elevator Bulletin T-2.

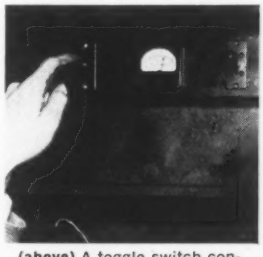
Write for this new Dresser-Ideco Tower Catalog T-57 . . . the first complete broadcast antenna tower story.

Dresser-Ideco Company

One of the Dresser Industries

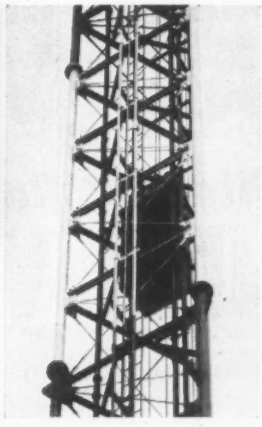
DRESSER IDECO

TOWER DIVISION, DEPT. T-82
875 MICHIGAN AVE., COLUMBUS 8, OHIO
Branch 8909 So. Vermont Ave., Los Angeles 44, California



(above) A toggle switch controls elevator car movements. The standby system switch is located to the right of the battery meter.

(right) Car is fitted with spring-loaded nylon rollers which engage the guide rails, prevent car sway and insure smooth operation.



(right) Rated for a load of 750 pounds, will comfortably accommodate two people. Car stops automatically if door is opened, will not start until it is closed. Supported by a double set of cables, either one of which will hold the car and its full load.

U. S. Patents Pending Nos. 711703 and 711692

The Peacock and the Magpie

(Aesop updated)

In days of old the birds decided to set up a king. The Peacock valued himself for his gay feathers and put in for office. The eyes of the silly multitude were caught by his rich feathers and the majority declared for him. Just as they were going to proclaim him, the Magpie stepped forth and asked: "Your majesty, we have chosen you king and have put our lives and fortunes in your hands. Therefore, if the Eagle or the Vulture should make a descent upon us, how do you intend to defend us against them?" This brief question drew the audience into just reflection, and they resolved to make a new choice.

So it goes with many radio stations. They preen their feathers in the hope of catching the eyes of advertisers and agencies. But that's just feathers, friends, just feathers—

Moral: pick a *Plough* Station

Radio Baltimore
WCAO

Radio Boston
WCOP

Radio Chicago
WJJD

Radio Memphis
WMPS

REPRESENTED NATIONALLY BY RADIO-TV REPRESENTATIVES, INC.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 55, No. 6 AUGUST 11, 1958

AT LAST: WHO'S WHO IN SPOT RADIO

- **New RAB report gauges dimensions of network, spot buying**
- **Sold: 2 million spots, 90,000 programs in second quarter '58**

National and regional advertisers bought an estimated two million radio announcements and 90,000 radio programs in pushing sales of 1,304 different brands during the second quarter of 1958.

This picture of the magnitude of national spot and network radio advertising emerges from a comprehensive study being announced by Radio Advertising Bureau today (Aug. 11).

RAB said the 80-page report, to be ready for distribution late this week, for the first time in radio history will reveal—in addition to network sponsorship data—"the complete list of spot radio's clients . . . the number of announcements they buy, on a giant cross-section of the medium . . . the length of announcements used [and] the number and length of programs purchased."

The network phase of the report, RAB said, shows who network radio's advertisers are (by company and brand), which networks they use and how many stations they order for their lineups.

Although the compilations are in terms of time bought rather than dollars spent, they are expected to attract eager interest. Radio's large and wide-ranging spot activity has traditionally and especially been a difficult one to measure in detail.

By having both spot and network data available, RAB noted, "brand managers in companies of every description" will be able "to see for the first time just what the competition is doing in radio—and probably, be stimulated to step up their own radio use."

The study also was seen as "confirming and dramatizing" the "return to radio" that had been indicated in earlier studies.

The figures run substantially ahead of those in RAB's first-quarter "pilot study." But officials pointed out that this increase is not in itself proof of sharply stepped-up radio activity because the two studies are not comparable. When the first was issued RAB made clear it was a pilot study and not complete. But other RAB studies, authorities said, have demonstrated that radio's billings gain "has continued throughout recession 1958 after a spectacular 1957."

RAB's latest estimate, as of last week, is that spot billings through July this year were running 5% ahead of the same period last year.

The study shows that in the three months ended June 30 a total of 1,043 brands used spot radio, 183 used network radio, and 78 used both network and spot, for a total of 1,304.

The earlier study — incomplete — listed 760 brand advertisers in spot, 183 in network and 97 in both network and spot, for a total of 1,040 during the first quarter of the year.

On the basis of the latest report RAB estimated that 76% of the "eligible" advertisers among the top 100 (all media) are using radio. The "eligible" are all but the hard-liquor advertisers.

Reynolds Tobacco was pegged by RAB as the No. 1 spot radio user in the second quarter, with its heaviest weight behind its Camel and Winston cigarette brands. Ford Motor Co. and its divisions placed second, with the Ford car getting heaviest backing but with the new Edsel getting approximately one-fourth as many announcements as the Ford. (For complete list of the top 30 spot advertisers see page 32.)

In network radio, RAB said it had not yet had time to put the leading advertisers in rank order. The top five were listed alphabetically as Bristol-Myers, Brown & Williamson Tobacco Co., Ford Motor Co., General Motors and Reynolds Tobacco.

RAB said the brands pushed hardest by these companies in their second-quarter network activity were Ford, Chevrolet and Edsel cars; Winston, Camel, Viceroy and Kool cigarettes; Bufferin headache remedy; Vitalis hair preparation, and Ipana dentifrice.

Others in the network top 20 (actually 21, because of a tie) were listed—again alphabetically — as AFL-CIO, American Motors, American Optical, California Packing, Carter Products, Colgate-Palmolive, Ex-Lax, General Electric, General Mills, Hertz Corp., Lever Bros., Lewis-Howe, Liggett & Myers, Pabst Brewing, Plough Inc. and Wm. Wrigley.

The food and grocery category topped the spot list, representing twice as much activity as gasoline and lubricants, which placed second (see table, spot spending by categories, which is reproduced on page 33).

In network radio, drug advertisers formed the heaviest category, followed by automotive and then food and grocery products (see network table, also page 33).

Officials said RAB planned to issue these reports quarterly, with the next to cover the July-September period. The second-quarter report, it was noted, was produced in less than six weeks after the end of the quarter.

RAB President Kevin B. Sweeney said "obviously the availability of this information will stimulate increased use of radio. The urge to counter the opposition has meant more business over the years than many a more-discussed factor.

"Aside from this straightforward, practical motive, radio will continue expanding the data it makes available because it is in the best interests of its clients to do so and because they have asked for the information repeatedly.

"RAB has spearheaded the effort to put radio's sponsors on record but many in the radio industry have worked long and hard in cooperation with us in order to make this report possible. It's the infinitely flexible nature of radio which makes it so difficult to attain a comprehensive report on the medium.

"Radio contains within it three distinct branches: the national network medium, now more flexible than at any time in the past [and] hence no longer easy to measure; the national spot medium, always flexible and now in the midst of great expansion, making it . . . more difficult to measure yet more important to measure; local radio, which we have not attempted to include."

RAB officials said their compilations brought many significant findings into the open. John F. Hardesty, vice president and general manager, offered these examples:

"Among the lesser-known facts revealed by the list is the degree to which Procter & Gamble has been moving back into spot radio. Of key significance also is the heavy use of spot radio by strong regional companies like the White King Soap Co., in many cases outdoing national brand

Identified: Top 30 advertisers in spot radio
Category breakdown on network, spot buys

THE TOP 30 ADVERTISERS IN SPOT RADIO

Here's how RAB ranked the top 30 spot radio spenders for the second quarter of 1958. Ranking is based on the total number of announcements and programs purchased. One-minute announcements, the most popular buy, were the index, with announcements of other lengths and programs all converted to one-minute terms (example: 30-second spots were counted as 75% of one-minute spots, in line with prevailing ratios on most rate cards). RAB based its list on a sampling of one-third of the spot radio medium and said it is roughly equivalent to a ranking based on dollar expenditures. However, it also noted that "where companies are close together in the number of announcements and/or programs they use, rankings may not be exact, as is the case in any measurement based on a sample." Figures below are not projections but are exact sample findings.

ADVERTISERS	ANNOUNCEMENTS (by length in seconds)				PROGRAMS (by length in minutes)			
	10 sec.	20 sec.	30 sec.	60 sec.	5 min.	10 min.	15 min.	over 15
1. R. J. REYNOLDS TOBACCO		156		28,716		39	39	
2. FORD MOTOR	373	199	168	20,345	287	65	130	77
3. AMERICAN TOBACCO	2,168			17,305				74
4. LEVER BROS.	1,923	560	30	16,014				
5. BEST FOODS	274	50	172	14,893			35	
6. GENERAL MOTORS	162	375		14,038				
7. STERLING DRUG	176		88	11,932	608		32	
8. COLGATE-PALMOLIVE		288		11,499	39			
9. TEXAS CO.	18	282		10,312	307			
10. LIGGETT & MYERS TOBACCO	172	392	803	9,505	136			
11. SINCLAIR REFINING	32,954*							
12. ANHEUSER-BUSCH	2,146	1,620	176	5,215	26			91
13. PENICK & FORD				6,828				
14. AMERICAN HOME PRODUCTS	2,134			5,602			30	
15. FOSTER-MILBURN				5,316				338
16. BRISTOL-MYERS				6,557				
17. SHELL OIL			67	2,876	1,818	104	204	
18. CONTINENTAL BAKING				5,381	280			
19. GENERAL FOODS	49	36	191	5,168				
20. BEECH-NUT LIFE SAVERS	400	1,688	32	3,753				
21. STANDARD BRANDS			41	4,978			21	
22. SUN OIL				4,967				
23. CITIES SERVICE				4,934				
24. CARLING BREWING	216	952	3,398	1,253	109			
25. CONTINENTAL OIL				4,007	394	39		
26. PLOUGH INC.				4,584				
27. PROCTER & GAMBLE				4,559				
28. ESKIMO PIE	2,313	144		3,272				
29. RALSTON-PURINA				3,834	99	156	77	
30. TETLEY TEA	7			4,381				

*Announcements shorter than 10 seconds

activity in their own distribution areas."

He pointed out that "for other major national media, competitive facts like these have been on the record for some time. Progressively RAB anticipates making more facts available."

He also had a barb for the tv competition.

"In getting up its quarterly reports," he said, "radio has one advantage over at least one of its major competitors: there is no barter activity in spot radio, hence campaigns reported in the RAB report are bona fide, full-impact use of the medium, rather than reflecting as leaders accounts which are widely known to be buying fringe time and bulk trade-out prices."

RAB said its report was based on information from networks and the sellers of radio time. Its objective, officials said, was to get as large a sample as possible "within limits of clerical accuracy and timeliness," and its hope at the outset was to get reports from all networks and at least 20% of radio's sellers. Actually, they said, they sampled more than 30% of spot activity and received reports from all four networks.

The spot totals in the report are projections based on the sample of approximately 30%.

"The large spot radio sample assures that virtually every brand using the medium is put on record," the announcement said. "And in the case of most relatively active brands, information is complete enough to show the full pattern of the brand's strategy. That is, whether it is a heavy or a light radio user; whether a single-length or multiple-length commercial user, etc."

RAB hopes to get a lot of supplemental information out of its report. For instance: Who is spot radio's biggest program buyer? Officials said they weren't far enough along last week to say for sure, but that Esso and Shell were front-runners, along with Sterling Drug.

Promotion Director Miles David, who directed the project, said "we expect to produce over the next few weeks reports on who the major advertisers are by prod-

uct category, including analysis of announcement lengths they buy and program purchase patterns . . . Other possible breakdowns include the average network's station lineup, how many networks major clients use and others we probably haven't yet discovered."

Copies of the report will be made available to national advertisers and their agencies on request, which should be made on agency or client letterhead and addressed to Mr. David at RAB headquarters, 460 Park Ave., New York 22.

SPOT ADVERTISERS

Radio, by category, 2nd quarter '58

Rank	Category	% of Total
1.	FOOD AND GROCERY	25.0
	FOOD AND GROCERY, GENERAL	8.2
	DAIRY	4.0
	BREAD, FLOUR, CEREAL	3.0
	COFFEE	2.7
	COOKING INGREDIENTS, CONDIMENTS	2.6
	TEA	2.4
	MEAT, FISH, FOWL	1.2
	BABY FOODS	.8
	FOOD CHAINS	.1
2.	GASOLINE, LUBRICANTS	11.5
3.	TOBACCO PRODUCTS	10.8
4.	ALE, BEER AND WINE	8.3
5.	CLEANSERS	7.4
6.	DRUGS	6.7
7.	AUTOMOTIVE	6.4
8.	TOILET REQUISITES	4.2
9.	CONFECTIONS AND SOFT DRINKS	2.8
10.	AGRICULTURE	2.3
11.	FINANCE	2.2
12.	TRANSPORTATION AND TRAVEL	2.1
13.	MISCELLANEOUS	1.7
14.	PUBLICATIONS	1.3
15.	BUILDING MATERIALS	1.2
16.	RELIGIOUS	1.2
17.	CLOTHING, APPAREL, ACCESSORIES	1.1
18.	CONSUMER SERVICES	.9
19.	HOUSEHOLD PRODUCTS, GENERAL	.9
20.	PET PRODUCTS	.7
21.	APPLIANCES	.5
22.	WATCHES, JEWELRY, SILVERWARE	.4
23.	AMUSEMENTS	.2
24.	NOTIONS	.1
25.	REAL ESTATE, HOMES	.1
	TOTAL	100.0%

NETWORK ADVERTISERS

Radio, by category, 2nd quarter '58

Rank	Category	% of Total
1.	DRUGS	16.5
2.	AUTOMOTIVE	15.5
3.	FOOD AND GROCERY	11.0
	FOOD AND GROCERY, GENERAL	6.4
	BREAD, FLOUR AND CEREAL	2.7
	COOKING INGREDIENTS, CONDIMENTS	1.0
	DAIRY	.4
	COFFEE	.2
	TEA	.2
	MEAT, FISH, FOWL	.1
4.	RELIGIOUS	7.9
5.	TOBACCO PRODUCTS	7.8
6.	TOILET REQUISITES	7.3
7.	CLEANSERS	5.4
8.	MISCELLANEOUS	3.8
9.	ALE, BEER AND WINE	3.7
10.	CONFECTIONS AND SOFT DRINKS	3.2
11.	HOUSEHOLD PRODUCTS, GENERAL	2.6
12.	PUBLICATIONS	2.3
13.	FINANCE	1.9
14.	TRANSPORTATION AND TRAVEL	1.8
15.	APPLIANCES	1.7
16.	WATCHES, JEWELRY AND SILVERWARE	1.6
17.	GASOLINE, LUBRICANTS	1.4
18.	CONSUMER SERVICES	1.2
19.	BUILDING MATERIALS	1.1
20.	AGRICULTURE	1.1
21.	PET PRODUCTS	.4
22.	NOTIONS	.4
23.	AMUSEMENTS	.2
24.	CLOTHING, APPAREL AND ACCESSORIES	.2
	TOTAL	100.0%

AAAA FINDS BILLINGS ON RISE

- **Most agencies surveyed report six-month increases**
- **Respondents expect trend to last through second half**

An optimistic note was struck last week on the billing health of U. S. agencies handling a substantial segment of national advertising.

The American Assn. of Advertising Agencies polled its member agencies asking the direction of billing (up or down and what percentage) for the first six months and estimates for the second half of the year.

Results showed the majority of the respondent agencies with billing gains for the first six months, and more respondents estimating increases for the second six months than the number anticipating decreases in their gross volume.

The association polled its 335 member agencies (they place more than three-fourths of all national advertising) and received answers from 188, or 55% of the total membership. The queries were mailed July 18 with replies received by July 30.

In the report on individual agency billing for the first six months of the year compared with that period of a year ago, 96 agencies were ahead. The gains varied from 0.5% to 131%. Sixty-four agencies reported their business volume down (the range was 1% to 60%); 27 agencies said billing was the same for the two periods and one agency did not answer this particular question.

The trend was similar for the second six-month estimate. Eighty-four member agencies thought their individual billing would be up (comparing the second half of this year to the same time last year). The range of increase: 1% to 125%. Fifty member agencies expected a decline, from 1% to 50%. Three agencies did not answer this part of the questionnaire.

Agencies were classified in these billing size groups: over $40 million, $20-40 million, $5-20 million, $1-5 million and up to $1 million.

In the over $40 million category, the ratio was 3 to 1 reporting gains for the first half and nearly 3 to 1 expecting increases for the second half of the year. In the next highest category, five agencies reported a better first half and only one a poorer six months. A "standoff" of ups and downs in that category was reported for the second half.

While numerically the bulls among all size agencies outnumber the bears, a number of agencies in most categories (particularly those billing less than $20 million) indicated a weakening in billing structure.

The AAAA did not attempt to relate any of the figures to the current softness in the economy. Agencies were not identified, which, of course, does not permit the observer to sift out those agencies either benefiting or suffering in their billing from account switches.

Geographically, all regions show more "ups" than "downs" for both six months' periods except the east central region, which includes Detroit, Cleveland, Cincinnati, Dayton, Pittsburgh, and other Michigan and Ohio cities.

There the "downs" exceeded the "ups" 11 to 8 for the first six months; estimates for the second half are a standoff 9 to 9 with 5 the same.

The western region is most optimistic about the future, predicting 3 to 1 that their billing will be up during the second half year.

First six months, 1958 vs. 1957

AGENCY SIZE	UP		DOWN		SAME	NO ANSWER	TOTAL
	No. of agencies	% Increase, Range	No. of agencies	% Decrease, Range			
Over $40 MILLION	9	3 to 25	3	4 to 5	3	-	15
$20-40 MILLION	5	0.5 to [illegible]	1	- -	1	-	7
$5-20 MILLION	15	1 to 58	13	2 to 30	4	1	33
$1-5 MILLION	31	2 to 69	19	4 to 60	6	-	56
Up to $1 MILLION	36	1 to 131	28	1 to 55	13	-	77
	96		64		27	1	188

Estimated second six months, 1958 vs. 1957

AGENCY SIZE	UP		DOWN		SAME	NO ANSWER	TOTAL
	No. of agencies	% Increase, Range	No. of agencies	% Decrease, Range			
Over $40 MILLION	8	3 to 16	3	1 to 10	4	-	15
$20-40 MILLION	2	5 to 6	2	1.5 to 4.7	3	-	7
$5-20 MILLION	12	1 to 38	12	3 to 25	8	1	33
$1-5 MILLION	26	5 to 75	13	5 to 25	16	1	56
Up to $1 MILLION	36	5 to 125	20	1 to 50	20	1	77
	84		50		51	3	188

NEW FIRM RATES TV 'QUALITY'

A new research service designed to probe the qualitative depths of audience reaction to television programs is being announced today (Monday).

It's called Tv Q-Ratings and is being offered to advertisers, agencies and television and other entertainment people by Entertainment Research Assoc., an affiliate of Home Testing Institute, Port Washington, Long Island.

Basically, in Tv Q-Ratings individuals from the age of six on up rate specific programs according to this scale: "one of my favorites," "very good," "good," "fair," "poor" or "have never seen."

Henry Brenner, president of ERA and HTI, said the ratings are based on the opinions of more than 2,100 members of 750 tv families. A report will be issued each month, each based on a different sample "reasonably representative of the national tv audience."

Mr. Brenner said his service is not a substitute for any existing service "where audience ratings are influenced by such real-life factors as lead-in programs and competitive lineups." He said "Tv Q-Ratings measure the basic appeal of the program on an absolute basis. Where audience ratings are a quantitative measure of tv homes or sets, Tv Q-Ratings measure a program's intrinsic appeal to individuals. Thus it is clear that the ratings are supplementary to one another and not competitive.

"Our new tool makes possible prediction of program performance, measurement of a program's basic strength or weakness and detailed definition of the kinds of people to whom a program appeals most. You can, in many cases, actually predict the success or failure of new shows after only a few telecasts."

Mr. Brenner, a former director of marketing research for Standard Brands, noted that Tv Q-Ratings have been field-tested for a year—and in many cases have rightly forecast the fate of specific shows.

For instance, it was reported, of the 10 new shows with the highest Tv Q-Ratings in November 1957, eight became established hits and the other two survived this year and will be on the air again next season; and of the 10 with the lowest Tv Q-Ratings, all flopped and are off the air.

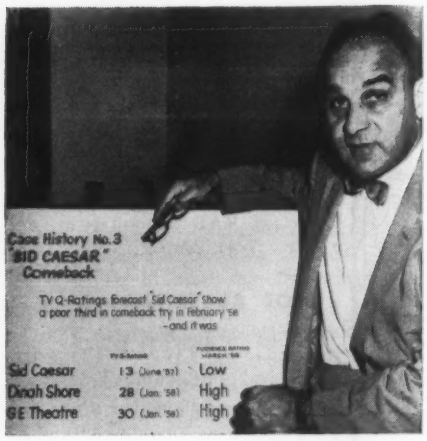
With this sort of yardstick, Mr. Brenner said, sponsors should be able to predict whether a new show will stand or fall—long before option time. Trends also should be discernible in advance, he added.

NBC officials, who said they had used this same technique in the past to evaluate performers and in some cases had Mr. Brenner do the job, agreed that it supplied helpful trend information, showed which family members prefer which shows and generally helped the network in scheduling programs and to some extent in selling.

The formula for a Tv Q-Rating is: number voting "one of my favorites," divided by all votes minus those who "never have seen." The average Q-Rating for all shows measured in January of this year, according to ERA, was 26; highest was 52 *(Gunsmoke)* and lowest was 6 *(Club Oasis)*.

In a series of "case histories," ERA said Q-Ratings last summer, fall and winter anticipated a drop in audience ratings of *$64,000 Question* "by several months"; that Q-Ratings correctly predicted *Leave It to Beaver* would be a close third to *Disneyland* on Wednesday night; that the comeback *Sid Caesar Presents* would be a poor third in its time period; that *Tic Tac Dough* would have a "moderate" nighttime audience and that *Price Is Right* would be a nighttime hit.

Mr. Brenner said Q-Rating service was started to subscribers with the report for June and that monthly reports will be delivered within 10 days after the end of the month being measured.



PREDICTION *by Tv Q-Ratings for poor acceptance of Sid Caesar's return came true, according to executive Henry Brenner.*

Okla. Stations Get Coffee Spots After Dropping Intrastate Rates

Tracy-Locke Co., Houston agency, will restore Oklahoma tv stations to its Maryland Club coffee schedule when they cease granting lower rates to advertisers located within the state [ADVERTISERS & AGENCIES, July 14].

Clay Stephenson, executive vice president, said KTUL-TV Tulsa had been put back on the list following its disclosure that the special rate for Oklahoma advertisers had been discontinued. He said KOCO-TV Enid would be restored when the station's new rate card becomes effective in October.

Most of the Maryland Club (Duncan Coffee Co., Houston) budget of $150,000 is going to print and outdoor media, Mr. Stephenson told BROADCASTING. He said the rate prejudice had been discussed with tv stations and station representatives. He said he expects other stations "will get their rates in line." He added that many of the state's radio stations give preference to Oklahoma advertisers. "This situation needs cleaning up," he argued, adding, "We've made progress."

Similar rate situations exist in Arkansas, New Mexico and other states, according to Mr. Stephenson. He said Oklahoma City newspapers are not being used because they offer intrastate rate concessions.

'Cotton Test' Case Reopening Is Denied by Court to Schick

Federal District Judge J. Cullen Ganey last week denied a motion offered by Schick Inc. to reopen the Warwick & Legler dispute with Schick over the right of a company's former agency to retain title to unused advertising ideas. The litigation began in New York last fall when W & L sought to prevent its former client from using its unused ideas [ADVERTISERS & AGENCIES, Oct. 28, 1957, et seq].

Earlier this year, Judge Ganey granted the agency its permanent injunction and in effect prohibited Schick from using a "cotton test" shaver illustrated idea that had set off the controversy. In July, Schick's attorney petitioned Judge Ganey to reopen the case to admit "new testimony which they claimed "might shed an entirely new light on case."

Denying the motion August 4, the judge noted that witnesses which Schick now wanted to present had been available at both the hearing on the preliminary injunction and at the final hearing. He hinted that to call them now would make further evaluation "extremely difficult."

Advertest Partners Break Up, Form Separate Research Units

The two principal stockholders of Advertest Research Inc., New Brunswick, N. J., last week started their own market research companies and dissolved the 10-year-old Advertest.

The two are Richard Bruskin, who was Advertest's president, and Seymour Smith, its executive director. Mr. Bruskin set up R. H. Bruskin Assoc., 96 Bayard St., New Brunswick, and Mr. Smith formed Seymour Smith Assoc., with offices at 205 E. 42nd St., New York.

That much was clear-cut. But the remainder of the Smith-Bruskin planning was not in sync. Mr. Smith claimed that nearly all projects underway at Advertest left with him. Mr. Bruskin and his associates expressed doubt and indicated the Advertest projects were being split between the two new firms with profits to be funneled as assets of the defunct Advertest.

In any event, the Bruskin firm reported it would retain nearly all of Advertest's executive and general office staffs, thus continuing with Howard Grossman and Jerome Medford, Advertest senior project directors, who continue in these posts as well as taking on junior partnerships.

Said Bruskin Assoc.: "(We) will conduct research in the media, consumer, marketing and industrial fields . . . will stress the complete research approach." As for Smith Assoc.: "We . . . intend to carry on considerable activity in the application of 'Tachistoscopic' techniques of pre-evaluation and post-evaluation of advertising, such as the work personally directed at

Advertest under the aegis of the QU Meter Corp."

Advertest, with 20 people exclusive of field forces working fulltime and additional people brought in to help handle individual projects, conducted several top broadcast advertising projects, among them NBC-BBDO's joint "Colortown," a continuing study of color tv's impact on a specific community, NBC's automotive studies, and individual assignments for radio and tv stations. Advertest also has had a number of top advertiser and agency clients.

Westinghouse Electric Boosts Autumn Advertising Budget 65%

Westinghouse Electric Corp., Metuchen, N. J., has allocated a 65% budget increase for the fall months over the same period last year, combining network television, local newspaper and spot radio to promote the television, high-fidelity, radio and phonograph models.

Edward Kelly, general manager of the Television-Radio Div., said the campaign is "an all-out effort to reach and hold the consumer, then lead him to his Westinghouse dealer."

Network tv will be based on *Desilu Playhouse*, CBS-TV, throughout the fall, with an additional buy in November through December of 63 markets sponsoring the six 90-minute *Shirley Temple Film Festival* programs packaged by National Telefilm Associates. Additionally, a four-week spot radio schedule will be used before Christmas in about 70 markets. Grey Adv., New York, is agency.

Compton, Nehi Part Over Policy

Compton Adv., New York, announced last week that it has resigned the $2.5 million Nehi Corp., soft drink account because of a disagreement on basic policy decisions.

Nehi Corp., Columbus, Ga., products include Royal Crown cola, Nehi Flavor beverages and Par-T-Pak. Compton has serviced the account since Aug. 15, 1955.

Nehi currently is considering four major agencies but a decision is not expected for another ten days.

Hazel Bishop Appoints Urban To Top Post; Announces Tv Drive

Robert G. Urban, executive vice president of the Family Products Div. of Warner-Lambert Pharmaceutical Co., has joined Hazel Bishop Inc., New York, as president and chief executive officer, it was announced last week by Raymond Spector, chairman of the board of Hazel Bishop.

MR. URBAN

Prior to joining Warner-Lambert three years ago, Mr. Urban was vice president in charge of marketing for J. Walter Thompson Co. Mr. Spector said that Mr. Urban will direct every phase of a new and aggressive marketing and advertising program spearheaded by an intensive television campaign using 5,000 spots per week on a total of 211 stations.

Dreyfus, Gardner Merge

Dreyfus Co., Los Angeles, merged Aug. 1 with H. M. Gardner & Assoc., Beverly Hills, Calif., president Harold Dreyfus has announced. Mr. Gardner, owner of Gardner & Assoc., has been named executive merchandising-marketing vice president of Dreyfus. Additional offices are being opened at Dreyfus' present location at 511 N. La Cienega Blvd., Los Angeles.

COLORCASTING®

The Next 10 Days of Network Color Shows (all times EDT)

CBS-TV

Colorcasting schedule suspended for summer.

NBC-TV

Aug. 11-15, 18-20 (12:30-1 p.m.) *It Could Be You*, participating sponsors.

Aug. 11-15, 18-20 (2:30-3 p.m.) *Haggis Baggis*, sustaining.

Aug. 11, 18 (7:30-8 p.m.) *Haggis Baggis*, sustaining.

Aug. 12, 19 (8-9 p.m.) *The Investigator*, RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

Aug. 12, 20 (9-10 p.m.) *Kraft Mystery Theatre*, Kraft Foods through J. Walter Thompson Co.

Aug. 14 (7:30-8 p.m.) *Tic Tac Dough*, Warner-Lambert through Lennen & Newell and RCA-Victor through Kenyon & Eckhardt.

Aug. 14 (10-10:30 p.m.) *The Price Is Right*, Lever Bros. through J. Walter Thompson.

Aug. 15 (7:30-8 p.m.) *The Big Game*, sustaining.

Aug. 16 (8-9 p.m.) *The Bob Crosby Show*, participating sponsors.

Aug. 17 (7-7:30 p.m.) *Noah's Ark*, sustaining.

Aug. 17 (8-9 p.m.) *Steve Allen Presents Eydie Gorme & Steve Lawrence*, American Machine & Foundry through Cunningham & Walsh, Procter & Gamble and Greyhound Corp., both through Grey Adv.

Aug. 17 (9-10) p.m.) *The Chevy Show*, Chevrolet through Campbell-Ewald.

Katz Surveys Trends In Spot Rate Cards

What are the trends in spot tv and spot radio rates?

- In spot tv, the trend is to a "modest increase" in nighttime rates, with little or no increase in daytime base rates.
- For spot radio, the reverse applies: A possible "nominal increase" for daytime of about 3-5%, practically no change in nighttime.
- Overall, the rate of increase in tv spot rates is slowing down.

These in brief are the findings released by the Katz Agency, a leading radio-tv station representative, based on its midsummer look at rate trends.

The Katz Agency maintains an index of spot tv and spot radio rate trends based on a tv sample of 50 network affiliated stations in basic network markets (including affiliates of all three networks) and a radio sample of stations represented by the firm and deemed fairly representative of the country. The tv rate index is based on rates as of July 1 each year and the radio index on rates as of Jan. 1.

The Katz analysis, as disclosed by Daniel Denenholz, vice president in charge of research-promotion, pays specific attention to package plans.

In spot tv, he notes, "when weekly package plans are taken into account, daytime rates are found to be decreasing. There is an even greater decrease in daytime rates when you get into plans calling for more than six announcements a week. On a basis of a schedule of 25 daytime announcements for 52 weeks, using all applicable plans and discounts, The Katz Agency finds that daytime rates have decreased 8.7% for 1958 over 1957."

Trends seen in package plans, which Katz considers "will tend to decrease the average rate for announcements that qualify for plans": (1) Plan rates will apply to more hours of the station's schedule and, (2) plans are likely to be extended to provide rates for a greater number of announcements per week.

In radio, Mr. Denenholz notes that in recent years package plans have been set by most stations, providing for rates depending upon the number of announcements used weekly. He found stations in many cases extending their package plans to provide rates for a greater number of announcements per week.

As tabulated by Katz, the findings showing in the past two years the percentage increases (or decreases) of each year compared with the previous year follow:

TELEVISION

	Nighttime Base Rate	Daytime Base Rate	Daytime Six-A-Week For 13 Weeks
1957 over 1956	+9.8	+9.7	+6.7
1958 over 1957	+5.0	+2.7	−0.7

RADIO

	Daytime	Nighttime
1957 over 1956	+1.8	−5.2
1958 over 1957	+3.2	−0.5

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

D&C TO SPEND MILLION • End-of-summer campaign is now being prepared for Pepsi-Cola Bottling Co. of Los Angeles by its new agency, Donahue & Coe, Los Angeles, which expects to announce media plans within week. This will be first advertising for bottler originated by D&C which took over close to $1 million account from Kenyon & Eckhardt end of July.

MILES RENEWS NEWS • Miles Labs, Elkhart, Ind., last week signed with CBS Radio for more than $1 million gross billing, representing 52-week renewal for noon five-minute weekday news with Larry LeSeuer and additional news strip at 2 p.m. for 39 weeks. Both renewal and news signing take effect Sept. 1. Geoffrey Wade, Chicago, is Miles' agency. Arndt, Preston, Chapin, Lamb & Kean, Philadelphia, meanwhile, ordered weekly 7½ minute segment of *House Party* for 12 weeks beginning next Jan. 28, on behalf of Renuzit Home Products.

ETHICAL GUARDIAN. • Guardian Chemical Corp., Long Island City, N. Y., August 19 starts radio-newspaper campaign in top 20 markets to test impact of its Protractets, new tablet for treatment of stomach disorders. Drug house will use soft-sell approach that stresses importance of medical profession and pharmacist. Results of test will determine media and scope for future Protractets advertising. Agency: Wesley Assoc., New York.

GOLF CO-SPONSORED • Reynolds Metals Co., Richmond, Va., has signed as co-sponsor of ABC-TV's *All Star Golf* series this fall (Saturdays, 5-6 p.m. EDT) it was announced last week. Contract for 26-week series was placed through Buchanan & Co., New York. Miller Brewing Co. (Miller High Life beer), through Mathisson & Assoc., previously signed to sponsor series for second consecutive year. Sports program is packaged and distributed by Walter Schwimmer Inc., Chicago, with Peter de Met as producer. Starting date not announced.

CUMMINGS AGAIN • R. J. Reynolds Tobacco Co. has renewed sponsorship of NBC-TV's *Bob Cummings Show* (Tues. 9:30-10 p.m.) for the 1958-59 season. Agency: William Esty Co., New York.

ANTI-FREEZE PRO 'MONITOR' • Commercial Solvents Corp. (Peak and Nor' Way anti-freezes), New York, outlines its fall advertising campaign in NBC Radio via closed-circuit to sales meetings in 90 key cities across country during this week (Aug. 11). Company plans 246 announcements in *Monitor* over six weekends in September and October. Agency: Fuller & Smith & Ross, New York.

BIG COUNTRY—BIG CAMPAIGN • United Artists Corp., New York, this week will kick off what it describes as "the biggest radio spot saturation campaign in our history"—$100,000 worth of time in these 12 major markets: Atlantic City, Baltimore, Boston, Philadelphia, Washington, Chicago, Detroit, Dallas, Los Angeles, San Francisco, Seattle and Denver. Tandem-style push will be "total saturation"; will spot one announcement every hour for 16-hour broadcast day on total of 75 stations. Object: to whet audience interest for upcoming "The Big Country," 2-hour-45-minute western epic starring Gregory Peck, Carroll Baker, Jean Simmons, Charlton Heston, Burl Ives and Charles Bickford. Availabilities are being bought either through Monroe Greenthal Co., UA ad agency, or direct by local exhibitor-distributors. Size of campaign is illustrated by Philadelphia pattern where UA is spending $6,000 for one-week run on five stations.

HADACOL HEADS BACK UP

When Hadacol, onetime wonder product of Louisiana Sen. Dudley LeBlanc, returns to "more aggressive advertising" this coming September, the comic team of Homer (r) and Jethro (l) will appear as the personal air spokesmen for the tonic product.

The homespun humorists have completed recorded and filmed spot announcements to run on some 200 southern radio stations, plus several tv outlets in Texas. Production work was handled by Fred A. Niles Productions, Chicago-Hollywood firm.

The pitch for New Super Hadacol tonic signals a $300,000 spot radio-tv campaign placed through Mohr & Eicoff, New York-Chicago advertising agency which recently inherited the account. Reorganized last summer (1957), Hadacol Inc. is now headed by Victoria M. Corcoran (c) as president and headquarters in Chicago's Palmolive Bldg. [AT DEADLINE, July 21].

Sample theme running through all commercials: "Have you had it lately? We have it . . . New Super Hadacol!"

PAYOFF

A CHRONICLE OF COMMERCIAL PERFORMANCE

MAKING HAY • Proof that farmers arise early and turn on their radios for the first weather forecast of the day was uncovered by the Silent Glow Oil Burner Corp. of Hartford, Conn., through its schedule on WTIC Hartford. After its first four broadcasts as sponsor of a farm weathercast following station sign-on, Silent Glow reported that the cost of a nine-week contract had been recovered from added sales of a portable oil-burning heater for drying hay. With humid weather and frequent showers, farmers are keenly interested in a method of curing their hay under cover with artificially heated air, says Ross Sherman, president of Silent Glow, who bought a five-minute forecast three times a week.

THEATRE SIGNS • After a six-month trial of motion picture advertising on KMTV (TV) Omaha, Neb., the Cooper Foundation theatre chain, which owns seven theatres in Omaha and Council Bluffs, Iowa, has ordered a 52-week saturation campaign on KMTV. The Cooper theatres report a 75% greater gross than anticipated after test advertising such films as "Proud Rebel" and "Tarzan's Fight for Life" on KMTV. Cooper's new advertising schedule, formerly confined to newspaper ads, includes 800 one-minute announcements, 200 ten-second spots and 52 ten-minute programs.

SURPRISE SALE • A mistake proved embarrassing—but remunerative—to Kilpatrick's Dept. Store, Omaha, Neb. On July 24 the store was scheduled to cooperate in an area-wide clearance sale conducted by the Omaha Retailers Assn. Inadvertently, Kilpatrick's delivered advertising copy to KFAB Omaha, marked for July 23. The copy covering two commercials, was read during a KFAB news program sponsored by Kilpatrick's from 8-8:10 a.m. As the day progressed patrons thronged to the store and bought all of the sale items. Store officials, though delighted with the results were chagrined on two counts: The store was out of advertised stock on the planned sale day and second, an adequate explanation had to be composed for the association because of the one-day jump on sales.

"TALL TALE" • Through a series of "tall tale" radio commercials created by W. B. Doner & Co., Chicago, Ruby Chevrolet of Milwaukee, reports it has doubled its sales over the same months of 1957. All of Ruby's commercials end with the catch phrase, "Nobody's walkin' in Milwaukee . . . they're all driving Ruby Chevrolets." Copy leading up to the punch line presents such conflicts as "a worried grandfather who can't understand why his nine-year-old grandson still isn't walkin, until he's told that 'nobody's walking.' . . ."

DOOR OPENER • "Nearly every day someone tells me that they heard our radio announcement," says Irene Davis of the Davis

A sight for your eyes

W·I·T·H

HAS TWICE AS MANY ADVERTISERS AS ANY OTHER RADIO STATION IN BALTIMORE!

And the reasons are easy to see!

★ Lowest cost per thousand listeners—by far. ★ Complete, no-waste coverage of the constantly growing Baltimore market. ★ Imaginative programming for the whole family—24 hours every day. ★ Powerful merchandising of your product no other station can come close to.

Get the complete, happy facts from:

Tom Tinsley, *President* — R. C. Embry, *Vice Pres.*

or from your nearest "rep.":

Select Station Representatives in New York, Philadelphia, Baltimore, Washington

Simmons Associates in Pittsburgh, New England and Midwest

Clarke Browne Co. in Dallas, Houston, Denver, Atlanta, Miami, New Orleans

McGavren-Quinn in Seattle, San Francisco, Los Angeles

Thaddeus sees Red

and covers the 11th largest TV market with one station!

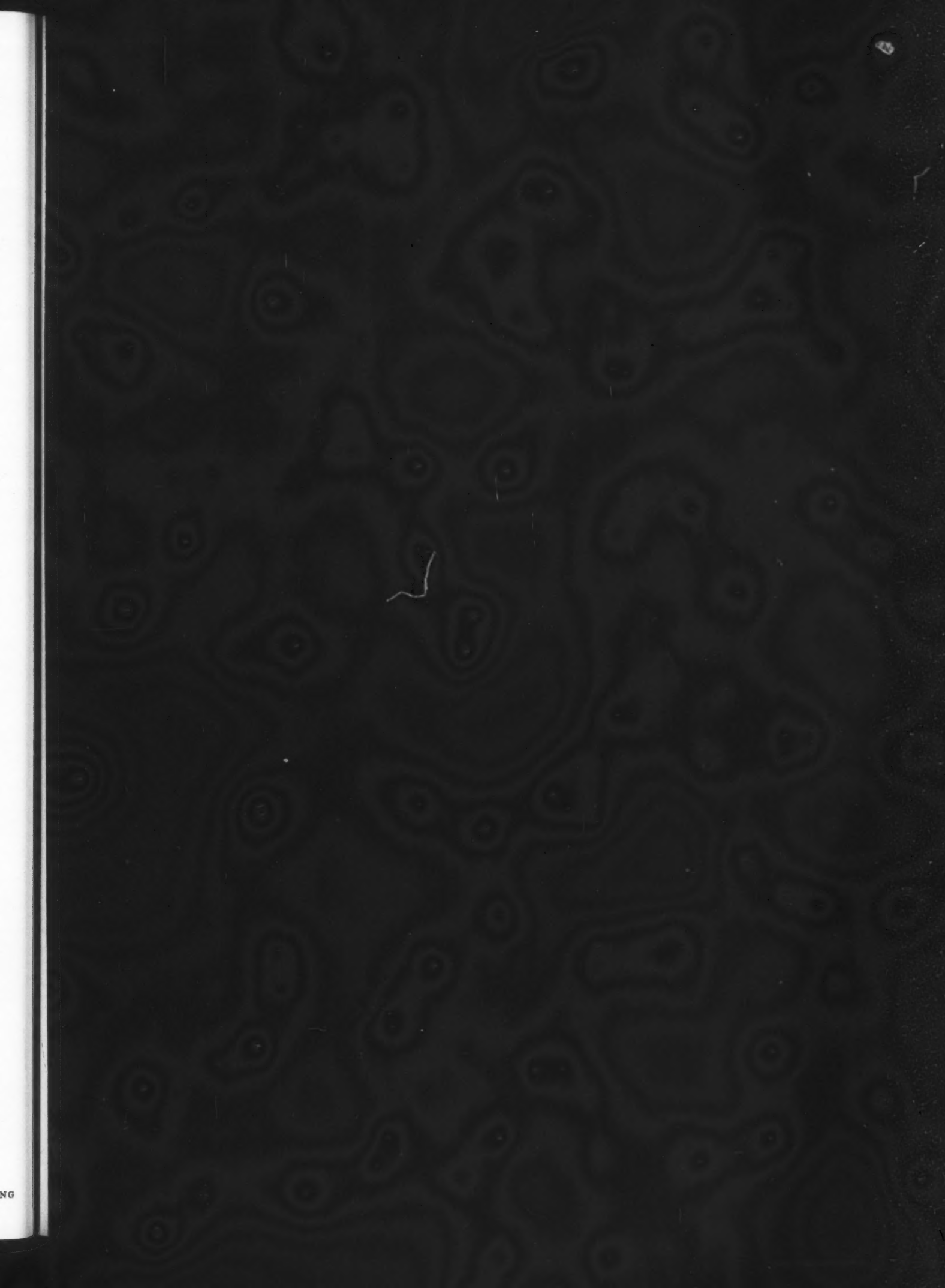
Rhode Island Red impresses on time buyer Thaddeus O. Thistlethwaite the fact that WJAR-TV's primary coverage area includes, not just Providence but all southeastern New England, including Boston, Fall River, New Bedford, Worcester! Call your Petry man and let him show you just how much extra coverage you get with WJAR-TV in the Providence market!

In the Providence market . . .

WJAR-TV

is cock-of-the-walk in station coverage!

CHANNEL 10 • PROVIDENCE, R.I. • NBC•ABC • REPRESENTED BY EDWARD PETRY & CO., INC.



Insurance Agency in Elkin, N.C. "We have a natural 'door opener' for an application." Irene and Tat Davis felt that the radio medium was best for them because Occidental insurance, handled by their agency, was not well known in their part of the state. The Davises use one-minute daily spot announcements on WIFM Elkin to build prestige and to plug specific company plans. The campaign is supplemented by participation in football and basketball broadcasts. A typical case in the agency's radio-results file: When Irene Davis happened one day to be in another place of business, the owner said he wanted "a policy like the one they were talking about over the radio this morning." The application was made, policy written and delivered and "he is very happy with it," she reports.

AGENCY APPOINTMENTS

Universal Spray Can Corp. (Speed Shine aerosol shoe polish), N.Y., appoints Rose-Martin Inc., N.Y.

Max Factor & Co., Hollywood, has appointed Carson/Roberts, L.A., to handle advertising for Factor line of men's toiletries. This is third agency for cosmetics firm, others being Anderson-McConnell and Kenyon & Eckhardt, both Hollywood.

Trans-Texas Airways, Houston, names Rogers & Smith Adv., Dallas, replacing Tracy-Locke Co., Houston. **Dave McConnell,** R&S senior v.p., named account supervisor.

Metropolitan Oakland Area Committee (Calif.) names Reinhardt Adv. Inc., Oakland.

Facciola's Frozen Foods, Daly City, Calif., and **Royal Blue Reprographics,** San Francisco, appoint Smith & Dorian, New York-San Francisco, as their agency.

Metropolis Brewery appoints Ward, Frojen Adv. Inc., Los Angeles, to handle advertising of malt beverage, Champale, throughout California.

Warner Brothers Records, Hollywood, subsidiary of Warner Brothers Studios, names Carson/Roberts Inc., L.A., to handle advertising and sales promotion for new line of LP and stereo records. scheduled to be released Sept. 5.

Mullins Food Products Co. (Prairie Chef Barbecue Sauce), Chicago, appoints Olian & Bronner Inc., Chicago.

Vogue Dolls Inc., Medford, Mass., retains James Thomas Chirurg Co., Boston.

Sophie Mae Candy Corp., Atlanta, Ga., names Liller, Neal, Battle & Lindsey, Atlanta.

A & A SHORTS

Doherty, Clifford, Steers & Shenfield, N. Y., opens branch office at 8776 Sunset Blvd., Hollywood 46, Calif. Telephone: Oleander 5-8950. **Russell C. Ambruster** is office manager.

Erwin Wasey, Ruthrauff & Ryan today (Aug. 11) announced opening of its new office in Pittsburgh. It will be in Porter Bldg. with **Frederick C. Adams** as manager. Office, **EWR & R's** 11th in U. S., primarily will service H. K. Porter account.

Reach, McClinton & Co., N.Y., opened Boston office Aug. 1 and announced enlargement of N.Y. headquarters at 505 Park Ave. **Douglass Coady,** formerly with agency's Chicago office, will manage Boston office, located at 80 Federal St.

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv Report for June 22-July 12

TOTAL AUDIENCE†

Rank		No. Homes (000)
1.	*Gunsmoke*	17,372
2.	*Have Gun, Will Travel*	13,115
3.	*Ed Sullivan*	12,943
4.	*I've Got a Secret*	12,556
5.	*Top Ten Lucy Shows*	12,513
6.	*Wells Fargo*	12,341
7.	*GE Theatre*	11,825
8.	*Alfred Hitchcock Presents*	11,782
9.	*All Star Baseball Game*	11,696
10.	*Twenty-One*	11,653

Rank		% Homes*
1.	*Gunsmoke*	41.4
2.	*Have Gun, Will Travel*	31.5
3.	*Ed Sullivan*	30.7
4.	*Top Ten Lucy Shows*	29.9
5.	*Wells Fargo*	29.8
6.	*I've Got a Secret*	29.7
7.	*GE Theatre*	28.9
8.	*Alfred Hitchcock Presents*	28.5
9.	*Twenty-One*	28.4
10.	*All Star Baseball Game*	27.7

AVERAGE AUDIENCE‡

Rank		No. Homes (000)
1.	*Gunsmoke*	16,383
2.	*Have Gun, Will Travel*	12,126
3.	*I've Got a Secret*	11,180
4.	*Top Ten Lucy Shows*	11,137
5.	*Wells Fargo*	11,008
6.	*GE Theatre*	10,535
7.	*Twenty-One*	10,449
8.	*Alfred Hitchcock Presents*	10,406
9.	*Price Is Right*	10,191
10.	*Buckskin*	9,933

Rank		% Homes*
1.	*Gunsmoke*	39.0
2.	*Have Gun, Will Travel*	29.1
3.	*Top Ten Lucy Shows*	26.6
4.	*Wells Fargo*	26.6
5.	*I've Got a Secret*	26.5
6.	*GE Theatre*	25.7
7.	*Twenty-One*	25.5
8.	*Alfred Hitchcock Presents*	25.1
9.	*Price Is Right*	24.3
10.	*Buckskin*	23.6

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BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

All Star Baseball Game (NBC-187): Gillette Safety Razor (Maxon), July 8, 12:45-conclusion p.m.
Buckskin (NBC-182): Ford (JWT), Thurs. 9:30-10 p.m.
GE Theatre (CBS-132): General Electric (BBDO), Sun. 9-9:30 p.m.
Gunsmoke (CBS-172): Liggett & Myers (DFS), alternating with Remington Rand (Y&R), Sat. 10-10:30 p.m.
Have Gun, Will Travel (CBS-148): Lever (JWT), alternating with American Home Products (Bates), Sat. 9:30-10 p.m.
Alfred Hitchcock Presents (CBS-118): Bristol-Myers (Y&R), Sun. 9:30-10 p.m.
I've Got a Secret (CBS-170): R. J. Reynolds (Esty), Wed. 9:30-10 p.m.
Price Is Right (NBC-167): Toni (T-L), DeSoto (BBDO), Thurs. 8-8:30 p.m.
Ed Sullivan (CBS-159): Mercury (K&E), Eastman-Kodak (JWT), Sun. 8-9 p.m.
Top Ten Lucy Shows (CBS-146): General Foods (B&B), Mon. 9-9:30 p.m.
Twenty-One (NBC-151): Pharmaceuticals (Kletter), Mon. 9-9:30 p.m.
Wells Fargo (NBC-161): Buick (M-E), American Tobacco (SSC&B), Mon. 8:30-9 p.m.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 125,435,000 people in the U. S. over 12 years of age during the week July 27-Aug. 2. This is how they spent their time.

63.3%	(79,400,000) spent	1,397.6 million hours†	WATCHING TELEVISION
58.3%	(73,129,000) spent	1,097.6 million hours	LISTENING TO RADIO
82.6%	(103,609,000) spent	421.7 million hours	READING NEWSPAPERS
35.1%	(44,028,000) spent	183.7 million hours	READING MAGAZINES
22.7%	(28,505,000) spent	305.3 million hours	WATCHING MOVIES ON TV
44.4%	(55,703,000) spent	236.7 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

† Hour totals are weekly cumulative figures. People, numbers and percentages, are figured on an average daily basis.

* All people figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

SINDLINGER'S SET COUNT: As of Aug. 1, Sindlinger data shows: (1) 110,071,000 people over 12 years of age see tv (87.8% of the people in that age group); (2) 42,656,000 U. S. households with tv; (3) 46,965,000 tv sets in use in U. S.

NIELSEN CHARTS UHF UPS, DOWNS

- **FCC decisions 'obvious' in changing dimensions**
- **Despite area spurts upward, overall trend is off**

In some areas uhf is getting bigger, but as a whole it is shrinking.

This appears to be the basic conclusion to be drawn from a special study released by A. C. Nielsen Co. last week. The material compares audience findings in the new Nielsen Coverage Service No. 3 with those in NCS No. 2 two years ago.

The figures leave little room to expect that under current circumstances the overall uhf market is apt to do more than stand still—or dwindle further. For the growth in some areas has been more than offset by losses in others, with the result that the number of active uhf viewer homes today is 8% less than it was two years ago.

John K. Churchill, special assistant to President A. C. Nielsen Jr., observed that "in tracing uhf across two years, competition of existing vhf stations, the problems of set conversion and limited coverage area and, most important, FCC decisions are obvious in changing uhf audience dimensions."

The principal areas of growth in terms of "active uhf viewer homes"—homes that watch uhf at least once a month—are New England, middle Atlantic, east north central and east south central states. All other major regions have lost (although some states within them have gained).

For the U. S. as a whole, the drop in active viewer homes was from 3,864,560 in 1956 to 3,563,960 in 1958.

Other principal findings:

- Number of uhf stations viewed "in the last month" by at least 10% of all homes in one or more counties: down 13.5% since 1956.
- Total tv homes in "active" uhf areas: down 24%.
- Counties in which at least 10% of all homes watch uhf "in the last month": down 21%.

The report did note that in counties served by "reportable" uhf stations — which dropped from 389 counties in 1956 to 306 in 1958—increased from six in ten in 1956 to seven in ten this year.

The extent to which this percentage increase was affected by the dropping out of "weaker" uhf counties since 1956 was not spelled out and could not be determined without a study of county-by-county figures, to be released in mid-September. But Nielsen officials did not say that many counties had shown gains in terms of homes as well as percentages.

The Nielsen analysis also pointed out that "if the total number of homes in uhf serviced areas are disregarded (they have decreased by over 1.5 million since 1956), it becomes apparent that uhf viewing within uhf service areas has increased. Sixty-four of the 306 uhf-serviced counties report tv home use of uhf facilities at "90% or better."

The decline in number of "reportable" uhf stations from 89 in 1956 to 77 in 1958 takes on added significance when it is considered that at about the time when NCS No. 3 measurements were made last spring, a total of 93 uhf stations were on the air (86 commercial, 7 noncommercial). Thus it would appear, using Nielsen data as a guide, that 16 stations, or more than 17% of those on the air at that time, were not watched once a month by as many as 10% of the homes in any county.

By the first of this month the number of operating uhf stations had dropped to 90, compared to last spring's 93.

The individual state and regional gains in active uhf viewer homes did not appear to follow any particular pattern in relation to gains and losses in number of reportable stations.

New England had a 29% gain in active uhf homes or an increase of two stations (from 5 to 7). But the middle Atlantic region picked up 10% in homes while losing four stations (from 19 to 15). The north central area added 4% in homes with no change in number of stations (31 each year), while the east south central region picked up 30% while increasing stations from four to six.

Among the regions losing reportable uhf homes the pattern is clearer. In all cases the decline in homes was accompanied by a decline in stations.

Active uhf homes in the west north central area dropped 84% while the num-

HOW TWO YEARS CHANGED UHF PICTURE

	UHF STATIONS REPORTABLE*		UHF HOMES		
	NCS #2	NCS #3	NCS 2 1956	NCS 3 1958	% Change
TOTAL U. S.	89	77	3,864,560	3,563,960	— 8
NORTHEAST	24	22	964,850	1,108,160	+15
NEW ENGLAND	5	7	267,270	344,010	+28
Connecticut	2	3	150,350	197,510	+31
Maine	0	0	—	—	
Massachusetts	3	4	116,920	144,080	+23
New Hampshire	0	0	—	2,420	
Rhode Island	0	0	—	—	
Vermont	0	0	—	—	
MIDDLE ATLANTIC	19	15	697,580	764,150	+10
New Jersey	0	0	2,430	—	
New York	4	4	200,100	286,780	+43
Pennsylvania	15	11	495,050	477,370	— 4
NORTH CENTRAL	31	31	1,412,940	1,465,480	+ 4
EAST NORTH CENTRAL	29	30	1,257,220	1,440,520	+15
Illinois	8	10	373,730	400,620	+ 7
Indiana	9	10	307,210	355,850	+16
Michigan	2	1	94,800	95,030	0
Ohio	6	6	192,980	241,330	+25
Wisconsin	4	3	288,500	347,690	+21
WEST NORTH CENTRAL	2	1	155,720	24,960	—84
Iowa	1	1	18,680	24,960	+34
Kansas	0	0	—	—	
Minnesota	0	0	—	—	
Missouri	1	0	137,070	—	
Nebraska	0	0	—	—	
North Dakota	0	0	—	—	
South Dakota	0	0	—	—	
SOUTH	26	18	1,020,620	701,020	—31
SOUTH ATLANTIC	16	9	614,920	391,470	—36
Delaware	0	0	7,630	9,880	+29
District of Columbia	0	0	—	—	
Florida	4	1	339,880	162,940	—52
Georgia	1	1	31,560	38,530	+22
Maryland	1	1	14,200	18,540	+31
North Carolina	4	1	65,070	11,380	—83
South Carolina	3	2	62,060	37,630	—39
Virginia	2	2	86,920	101,850	+17
West Virginia	1	1	7,600	10,720	+41
EAST SOUTH CENTRAL	4	6	163,610	212,410	+30
Alabama	2	3	59,740	86,690	+45
Kentucky	1	2	40,640	68,860	+69
Mississippi	0	0	—	—	
Tennessee	1	1	63,230	56,860	—10
WEST SOUTH CENTRAL	6	3	242,090	97,140	—60
Arkansas	1	1	18,430	18,930	+ 3
Louisiana	3	2	161,650	75,190	—53
Oklahoma	0	0	2,040	3,020	+48
Texas	2	0	59,970	—	
WEST	8	6	466,150	289,300	—38
MOUNTAIN	0	0	—	—	
Arizona	0	0	—	—	
Colorado	0	0	—	—	
Idaho	0	0	—	—	
Montana	0	0	—	—	
Nevada	0	0	—	—	
New Mexico	0	0	—	—	
Utah	0	0	—	—	
Wyoming	0	0	—	—	
PACIFIC	8	6	466,150	289,300	—38
California	5	3	231,560	215,270	— 7
Oregon	1	0	174,540	7,480	—96
Washington	2	3	60,050	66,550	+11

* Number of stations reportable based upon service to at least 10% of homes in county.

wherever they be

it's

WOV

5000 Watts

IN N. Y. C. and VICINITY

first in the Negro Community

Great things are happening in the Negro community of Greater New York. Its growth, for one thing, has been enormous—41% in the past 7 years alone. The income level has risen substantially. And with this rise has come the possibility to satisfy the natural urge to buy better things, to achieve a better way of life.

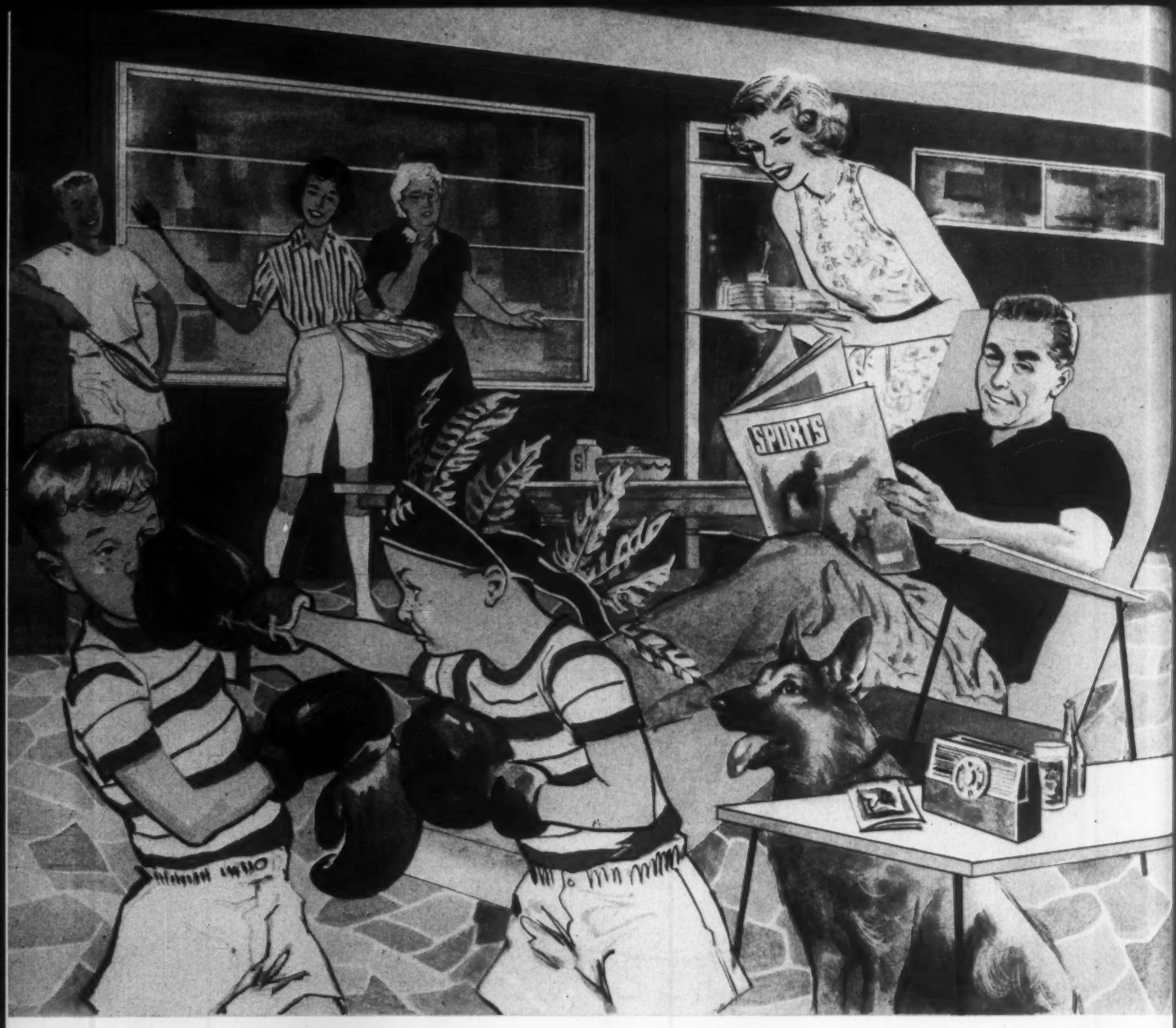
Breaking away from traditional neighborhoods, the **new** Negro community of Greater New York is a vital economic force of 427,054 able-to-buy families in the 17-county New York, New Jersey, and Connecticut area.

With 11½ hours a day of Negro community programming, WOV is the only New York station that reaches this market in its entirety.

And WOV is reaching **more of it** on every survey made. Ask us for the new brochure, "Maximum Sales in the Negro Market of New York." You'll find it full of the solid, factual material you need before you buy.

WOV NEW YORK

Representatives: John E. Pearson Co.



LIKE A PUNCH ON THE NOSE!

That's the kind of impact you get in Fort Worth when you sell on KFJZ-RADIO . . . with far more pleasant results!

Here is a billion dollar market, where results make cash-register music! And here is one radio station that year after year slams home with the highest ratings — KFJZ.

KFJZ's surefire format lies in its appeal to the whole family.

Whatever you sell in Fort Worth, your customers are listening to KFJZ — which serves both its *advertisers and listeners* best!

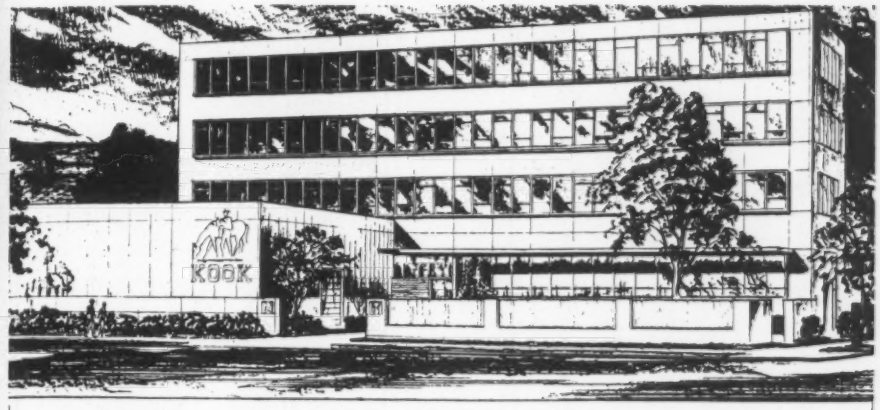
Ring up sales. Ring up KFJZ for further information — today!

KFJZ- *Radio*

FORT WORTH, TEXAS

Sold in combination with
KLIF-RADIO, DALLAS.

Represented by John Blair Company.



THE GROUND FLOOR of a new office building at N. Third Ave. and 32nd St., Billings, Mont., will house operations of KOOK-AM-TV there. The $750,000 construction is scheduled for completion Dec. 20. KOOK-TV's main 50x40-ft. studio will be accessible to cars and trucks, and provision has been made for rear-screen projection and an outdoor setting. Audition and screening rooms will be available for distributor sales meetings.

ber of stations was cut from two to one. In the South the homes drop was 31% and the station drop from 26 to 18. The south Atlantic and west south central regions, specifically, dropped 36% and 60%, respectively, in homes and from 16 to 9 and from 6 to 3 in stations. The Pacific area lost 38% in homes and from 8 to 6 in stations. The mountain states had no active uhf homes and no reportable uhf stations in either 1956 or 1958.

Three states—New Jersey, Missouri and Texas—had reportable uhf audiences in 1956 but not in 1958. Both Missouri and Texas lost all the reportable uhf stations they had in this period, while New Jersey showed no reportable u's within its boundaries in either year.

New Hampshire was the only state shown as picking up a uhf audience from scratch. It had no reportable uhf homes in 1956, was shown with 2,420 in 1958. The studies gave it no reportable station in either year.

In releasing the uhf comparisons, the Nielsen company made clear that its counts "stress 'use' as the criterion of uhf delivery" and "are not a measure of uhf set conversion since tv homes that 'can' view uhf but 'do not' are not included."

The explanation continued:

"Wherever a uhf station was found to serve 10% or more of the total homes, at least once a month, in a county, these homes have been classified as 'uhf user homes.' Where two or more uhf stations deliver this level of service individually, the uhf user home counts are based on the unduplicated totals of these services. No credit is given for service from stations failing to meet these minimum standards or for counties without individually reportable uhf station audiences. The counts omit the 'bits and pieces' below 10% and are thus minimum active uhf viewing homes.

"For certain remote areas, uhf station users who receive this service via cable rather than by broadcast are counted as uhf user homes. Conversely, those rare cases where programs are received via uhf, from a station which is basically a vhf operation, are not considered uhf transmissions. The criterion used throughout is the assigned frequency of the licensed station handling the service."

Quintupled Six-Month Earnings Recorded on Metropolitan Books

Financially, the four-station Metropolitan Broadcasting Corp. is on the upbeat.

This in effect was the substance of an interim report circulated last week to stockholders by Metropolitan President Bernard Goodwin. The Metropolitan group includes WABD (TV) New York, WTTG (TV) Washington, WNEW-AM-FM New York and WHK-AM-FM Cleveland.

The report covers the period of the first 26 weeks of the year. For that period, Metropolitan earned $306,194 or 20 cents per share on 1,541,137 shares outstanding, compared with $65,254 or 4 cents a share for the corresponding months last year.

Mr. Goodwin offered this clarification: "A clearer portrayal of our operation is presented in the cash earnings, which were $1,070,049 or 69 cents per share, for the first 26 weeks of 1958 as compared with $342,680, or 22 cents per share, for the 1957 period. Cash earnings reflect our results before depreciation and amortization."

Once languishing, Metropolitan (then Du-Mont Broadcasting Corp.) was suffering continual financial losses (the corporation still is not providing for federal income taxes because of tax losses carried forward) until it began to strengthen its operations and to build its properties, first with acquisition of the revenue-making radio independent, WNEW, and more recently WHK (it took over management on June 1 of this year).

Mr. Goodwin cautioned that the report is subject to adjustments in the yearly auditing, of a final determination of income taxes and special nonrecurring write-offs caused by certain talent contract cancellations made this year at WNEW. He estimated write-offs at $600,000 for the year.

Uniform Availability Chart Issued to Hollingbery Clients

The George P. Hollingbery Co., station representative firm, is seeking uniformity in the listings of availabilities by its client stations. As a means of making timebuying easier and to simplify communications between representative and advertising agency, the Chicago headquartered representative —which maintains its largest office in New York—has devised a uniform chart that will allow buyers to get up-to-date information at a glance.

Last week—after six months of studying the "best features" of numerous availabilities forms—Hollingbery offices in New York, Chicago, Atlanta, Los Angeles, San Francisco, Detroit and Seattle began distribution of the new GPH "master form." Client stations are asked to make up their own copies and submit revised availabilities forms at the end of each business week according to specified style.

WKRC Stations Plan to Move

WKRC-AM-FM-TV Cincinnati will relocate, it has been announced, in a new $800,000 building to be completed next year on a nine-acre tract within the city limits—assuming the Cincinnati City Council approves a zoning change. The recommendation to change from residential to business zoning would allow the stations to move out of the downtown Cincinnati Times Star Bldg. On July 19, E. W. Scripps Co. *(Cincinnati Post)* bought the Taft-owned *Times Star* but the purchase did not affect the stations, still property of the Times Star Co.

CHANGING HANDS

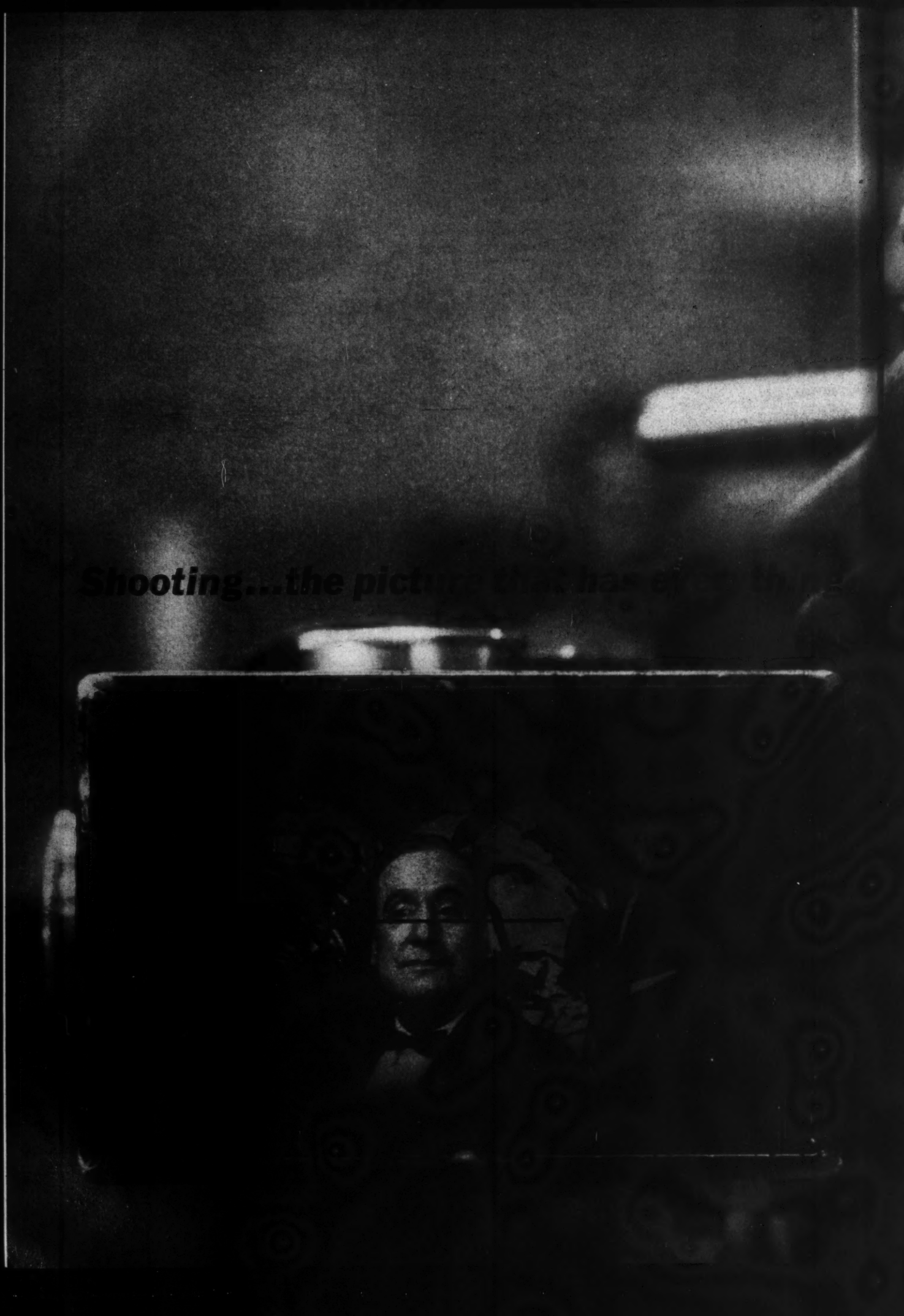
TRACK RECORD ON STATION SALES, APPROVAL

ANNOUNCED *The following sales of station interests were announced last week. All are subject to FCC approval.*

WCHV CHARLOTTESVILLE, VA. • Sold to Nash L. Tatum Jr. by Charles Barham and wife for $200,000. Mr. Tatum is an announcer at the station. The sale was handled by Blackburn & Co. WCHV is on 1260 kc with 5 kw day, 1 kw night, and is affiliated with ABC.

WPAL CHARLESTON, WOIC COLUMBIA, BOTH S. C. • 50% sold to present 50% owner Joe Speidel III for $105,000 by Albert T. Fisher Jr. The Speidel-Fisher group also owns 50% of WWBD Bamberg, S. C. The sale was handled by Blackburn & Co. WPAL is on 730 kc with 1 kw, day; WOIC is on 1470 kc with 5 kw, day.

WICO SALISBURY, MD. • Sold to Sheldon Smerling for $48,000 by Courtney and Elizabeth Evans. Mr. Smerling is executive vice president of Eastern Management Corp., which operates drive-in theatres in New York and New Jersey. The sale was handled by Paul H. Chapman Co. WICO is on 1320 kc with 500 w, day.


Shooting...the pict

Brand-new: "Colonel Flack" makes it possible for local and regional advertisers to sponsor 39 bright 'n' breezy half-hours never before seen on television.

Different: "Colonel Flack" is "the *only* fresh comedy series to be put in syndication," according to Variety.

Audience-proven: "Colonel Flack" features the *same* combination of comedy and suspense that delighted millions of Saturday Evening Post readers for ten years, and stars the *same* team (Alan Mowbray and Frank Jenks) who won critical acclaim on the live network series, such as this John Crosby rave: "The suavest, funniest and most adult Robin Hood around. Alan Mowbray may just have been born for this role." And the film series is even better! The Billboard sums up the pilot as "Topflight . . . all the earmarks of a hit."

For change of pace programming that's *both* new and tested, become part of this profit-developing picture.

CBS TELEVISION FILM SALES, INC.

From ballet to broadcasting—an improvisation

Betty Luster, pretty, young ex-ballerina, is all set to expand her activities in television's business side —for which she traded the performing side some two years ago.

Miss Luster is almost unique in a field where little uniqueness is left. She is a network television representative. Her clients are smaller market stations, and her basic job is to persuade network advertisers to add them to their network lineups. There are only one or two others performing this function on a national scale.

Now incorporated as Betty Luster Assoc., she plans to begin shortly a drive to expand both her client list and the range of services she offers. The services will include, in addition to regular sales calls on buyers and other agency people, special presentations to agency research departments; regular liaison with network station relations, sales traffic and research departments; liaison with major film companies, and, where desired, promotion, publicity and special advertising assistance.

Miss Luster feels she can be especially helpful to new stations, not only getting them network business but also giving them an idea of definite turndowns and thus permitting more intelligent advance scheduling of local programming. But for both new and established stations her objective is "complete service," based on a solid knowledge and understanding of markets she represents. To prospects, the firm offers a record of doubling network business for client stations.

There is one point which Miss Luster makes especially plain: "Our efforts in no way conflict with your national spot sales representative. The more network programs, the more adjacencies for spot sales."

Miss Luster almost literally backed into the tv sales business. An accomplished ballerina, she had made personal appearances in the plush night spots of New York, London, Paris, Miami Beach, and Chicago. She appeared as prima ballerina at Milan's La Scala and at the Metropolitan Opera in New York. She was on Broadway in "Louisiana Purchase," "Kiss and Tell" and a number of others, as well as in summer stock.

She was on television for 130 consecutive weeks, appearing on more than 300 shows as dancer and/or choreographer. She appeared in commercials, too, for such advertisers as Gold Medal Flour, Buick, RCA Victor and Oldsmobile.

Slowly she began to realize that while all this was great, it was awfully peripatetic. She was forever on the go. Then suddenly, in Chicago during an engagement at the Palmer House, she decided to chuck this whole career, go back to New York and find herself a new, steady job. Less well paid, no doubt, but steady.

Her first job was stirring up contestants for *Name That Tune*. This came off well and, as she still had a few show dates to wind up, she combined the work, appearing on television to boost *Name That Tune* in the cities where she was performing. Mail for the program picked up sharply, often doubling, whenever she made one of these appearances, and as a result the producers wanted her to go on the road regularly. This was what she was giving up show business to avoid, so she declined with thanks.

She did, however, go to the 1957 NAB convention in Chicago and made it a point to thank station managers for carrying *Name That Tune*. To her surprise she learned that many whom she thanked did not carry the program—and on investigation she learned they didn't carry it because they had not been ordered by the sponsors, Whitehall and Kellogg. This seemed an oversight that ought to be corrected, so she went to the sponsors and succeeded in getting several stations added to the lineup.

This gave her the bigger idea—doing this sort of thing for clients—and she's been in the business for the past year and a half. Just moved into new quarters, Betty Luster Assoc. is at 150 West 55th St., New York 19; telephone: Circle 6-1952.

WJMX Signs Over 100 Stations To Carry 'Southern 500' Car Race

The "Southern 500" late model stock car race, being originated Sept. 1 by WJMX Florence, S. C. [PROGRAMS & PROMOTIONS, May 12], will be carried this year by more than 106 outlets in 12 states.

The network WJMX organizes to broadcast the event at Darlington (S. C.) International Raceway reportedly is the largest network in the south to carry a single sporting event. The station also originates the "Rebel 300" on South Carolina's Confederate Day. This race was aired last May 10 by 88 stations in 10 states.

WJMX started covering the Southern 500 six years ago for two other stations, using one microphone. Now WJMX calls the race with one mike atop the grandstand, another commentator in a two-story structure and two mobile cruisers. During the race only two staffers remain in the Florence studio; the rest are on duty at the track.

WDAF-AM-TV Increase Reported

In June, the first full month of operation of WDAF-AM-TV Kansas City under ownership of National Theatres, the gross revenue of these stations showed an 8% increase over June 1957, E. C. Rhoden, president, said in his quarterly report to stockholders. The theatre chain's subsidiary, National Film Investments, assumed operation of the WDAF stations May 28, with the $7.6 million price reduced to $7,325,000 through a credit of $275,000 on the purchase price "by reason of the adjustment provisions in the contract of acquisition," Mr. Rhoden said. Net income for the quarter ended June 24 (third quarter of the NT fiscal year) was $160,301, or 6 cents per share, compared with $178,054, or 7 cents per share, for the same period of the preceding year.

BOSTON PRESS PARTY

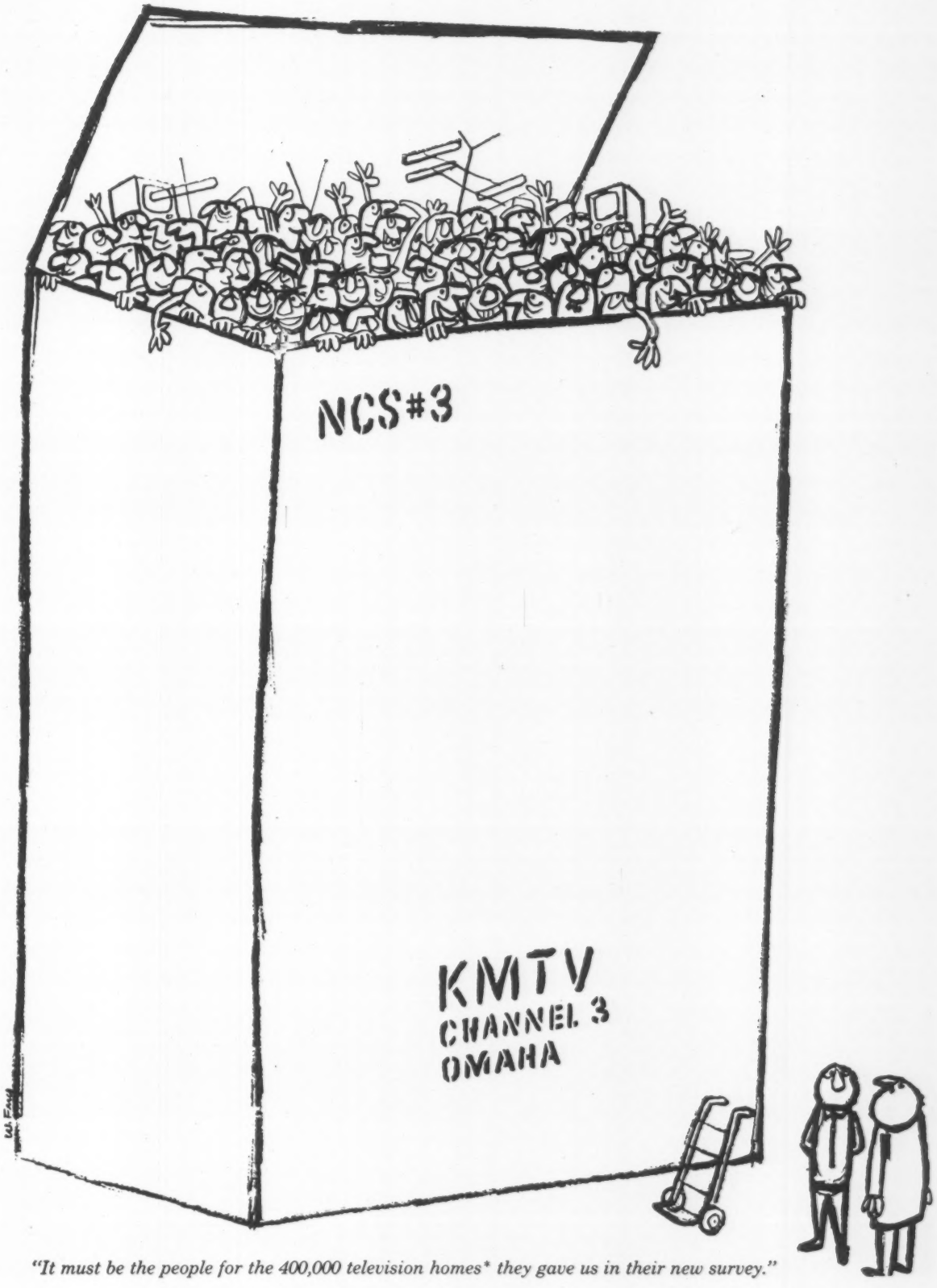
When WBZ-TV Boston held a press party aboard a tugboat in Boston harbor last week to focus attention on its *Tugboat Annie* program series, station officials did not reckon with a chain of circumstances that confounded (and amused) the passengers. As the boat moved along the harbor, it sailed by one craft called *Robin Hood,* and another called *Lucy* and a buoy imprinted with "No. 7." WNAC-TV Boston carries both *Robin Hood* and *Lucy* and its channel number is (you guessed it) seven.

Ex-Owners of KART Sue To Block Station Resale

Suit to recover $23,600 plus interest at 5% since Feb. 5, 1958, and a request for a restraining order to stop the sale of KART Jerome, Idaho, have been filed in the U. S. District Court in Boise. The suit was brought against Frederick M. Parry, owner and general manager of KART, by the station's former owners, Herbert E. Everitt and Karl L. Metzenberg. Mr. Everett is now owner and general manager of KOFE Pullman, Wash.

The plaintiffs state that in July 1957 Mr. Parry agreed to pay them $35,000 for the capital stock of Northside Broadcasters, licensee of KART, and that he did pay them $10,400 in cash, $600 more in January and $400 in February, but nothing since then.

In July, the two plaintiffs further state, Mr. Parry entered into an agreement to sell KART to K. Clark of Burley, Idaho. Unless he is restricted from selling KART, the complaint declares, he will "transfer the assets of KART and the FCC license to operate the same, dissipate the assets of said station and deprive the plaintiffs of their right to collect any judgment they may obtain."



"It must be the people for the 400,000 television homes they gave us in their new survey."*

*Up 12% over NCS#2 in Nebraska alone! KMTV gives you widest coverage, lowest cost-per-thousand Sales success in the Omaha market is as close as your Petryman.

Put a silver dollar on

TIDEWTAR

and you cover more than 25% of Virginia's effective buying income

You know WTAR-TV is Virginia's largest in terms of total sets covered; but did you know that it offers you a *metropolitan area* population surpassed only by Atlanta and Miami in the entire southeast?

- Within 25 miles of our tower there is effective buying income of $1,441,243,000! This is 25.6% of Virginia's total ($5,626,405,000).
- Within this area is more than 22% of Virginia's total population.
- And no outside station has any appreciable coverage in this area!

There is no better spot to put a dollar than on TIDEWTAR, Va.!

WTAR-TV CHANNEL 3 · NORFOLK

Foremost Communications Medium in Virginia's Greatest Market

Business Offices and Studio:
720 Boush Street, Norfolk 10, Virginia
Telephone: MAdison 5-6711
Represented by Edward Petry & Company, Inc.
President and General Manager—Campbell Arnoux
Vice President for Sales—Robert M. Lambe
Vice President for Operations—John Peffer

CBS TELEVISION

BONUS
Not included in these buying power figures from Sales Management's Survey (May 10): Effective June 1 there was a military pay raise adding nearly $12 million to TIDEWTAR'S *navy* payroll alone! Estimates not yet available from major air force, army and marine corps installations in TIDEWTAR.
Richmond
Petersburg
Norfolk
Lynchburg
Danville

"BETTER SEND A COUPLA DOZEN ORCHIDS, TOO!"

TAKE it from us — our Red River Valley hayseeds could show lots of you city slickers a thing or two about fancy livin'!

That's because their take-home pay is downright staggering. Lots of it goes for plain old necessities, but there's always plenty left over for loads of "luxuries", too. For big things like Volkswagens! Little things like vitamins! Medium-sized things like vacations!

To sell the Red River Valley's "Rural Rich", use WDAY-TV — the fabulous Fargo station that completely dominates the area. Let your PGW Colonel give you the whole WDAY-TV story*.

**Including facts-and-figures, if you want 'em!*

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC

PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives

DATELINES

Newsworthy News Coverage by Radio and Tv

LOS ANGELES—The end of Lomie Puckett's 10-day armed stand on her property in the roadway of Golden State Freeway was televised Tuesday (Aug. 5) by KTTV (TV) Los Angeles. Her stand was in protest against what she termed the "unfair" price offered for her property. The station's remote units were sent to the scene after receipt of a tip that a writ of assistance had been issued, calling on the sheriff's department to assist the state Dept. of Highways in taking possession of the property. Bill Welsh, KTTV's director of special events, interviewed Mrs. Puckett and her 23-year-old son, Ross, immediately after they had been disarmed and forced to abandon the tiny frame house. Mr. Welsh also interviewed deputy sheriffs who effected the eviction. Viewers then saw the home leveled and pushed away by bulldozers, which completely cleared the property in 12 minutes. The original spot newscast in the afternoon was recorded on videotape and highlights were used on the regular KTTV newscast at 6:45 and 10 p.m. that evening.

BALTIMORE—Capture of a bandit, who had just attempted to rob a local bank and shot a policeman and bystander, was filmed by WMAR-TV Baltimore. Cameramen Ed Eisenmeier and Charles Purcell were informed of the holdup while cruising in the station's newswagon. They dashed to the scene to find the robber had fled to another bank in the next block. Films of his capture and treatment of the wounded were shown at 1 p.m. and on subsequent newscasts the same day.

INDIANAPOLIS—The theory that drug company executive Forrest Teel was killed by one of the sides of a "love triangle," was aired first by WFIL Philadelphia, the station claims. Upon hearing news of the slaying, newscaster John Raleigh put in a beeper-call to a police sergeant on the desk at the Indianapolis precinct. Mr. Raleigh, in an on-air conversation with the policeman, elicited that "all investigations pointed to the presence of a love triangle." WFIL reports this was aired exclusively about 18 hours before the attempted suicide of Minnie Nicholas who police say is connected with the case.

PROVIDENCE—A reporting unit of five news directors provided spot coverage in depth for WICE Providence when tankers collided off Newport, R.I., taking 16 lives and injuring 25 Thursday (Aug. 7). Within an hour after the collision, 33 miles from Providence, WICE news director Bob Lape was getting direct reports from assistant news chief Bill Steffy, WICE newsman Jack Stewart, WADK Newport news director Jerry Nevins and Tim Elliot, WICE and Elliot stations' president. During the day, the five reporters furnished the Providence station with 23 direct reports in a 10-hour period, and Mr. Lape fed 15 beeper reports to 10 stations in the U.S. and Canada.

PRIME MINISTER of Ghana, Dr. Kwame Nkrumah, was presented with tape coverage of his visit to the U.S. by WLIB New York. Pictured (l to r) at the presentation: Kofi Baako, Ghana legislator and broadcasting-information minister; Dr. Nkrumah; Harry Novik, general manager, WLIB, and Clarence Holte, market specialist, BBDO. WLIB assigned a newsman to cover the prime minister's visit, it carried 18 programs honoring the dignitary and broadcast all his major addresses while in the U. S.

Whitney Buys 'Parade'

John Hay Whitney, U. S. Ambassador to Great Britain, has bought *Parade* Sunday newspaper supplement with sale effective late September, it has been reported. The price was not disclosed but Marshall Field Jr. *Chicago Sun-Times* publisher who heads Field Enterprises Inc., is said to have considered a $10 million offer for the supplement from Mr. Whitney. *Parade*, distributed in 59 newspapers, claims over 8.3 million circulation. Mr. Whitney, through J. H. Whitney & Co., has the Corinthian group of radio-tv stations—WISH-AM-TV Indianapolis; WANE-AM-TV Fort Wayne; KOTV (TV) Tulsa; KGUL-TV Houston.

REPRESENTATIVE APPOINTMENTS

A-Buy of California radio station group names Gerth, Brown, Clark & Elkus, Sacramento, Calif. Stations include KROY Sacramento; KGEE Bakersfield; KPAY Chico; KHUM Eureka; KARM Fresno; KFIV Modesto; KIDD Monterey; KVIP Redding; KITO San Bernardino; KSTN Stockton; KIST Santa Barbara, all California, and XEAK Tijuana, Mex.

WLW Cincinnati names Tracy Moore & Assoc., L.A. and San Francisco, for West Coast. Tracy Moore also will represent **WLWI (TV) Indianapolis, Ind.,** and **WLWA (TV) Atlanta, Ga.** All three stations are part of Crosley Broadcasting Corp., headquartered in Cincinnati.

WYNN Florence, S.C., names Rambeau, Vance, Hopple Inc., N.Y., as its national representative and Forjoe & Co., Atlanta, as its southern representative.

KBUZ Phoenix, Ariz., names Adam Young Inc., N.Y.

WAPO Chattanooga, Tenn., appoints Gill-Perna, N.Y.

KWTV (TV) Oklahoma City, Okla., names Edward Petry & Co., N.Y.

XEMO Tijuna, Mex., appoints W. S. Grant Co., L.A.

KPAM Portland, Ore., names The Meeker Co., Joplin, Mo.

WKNB New Britain, Conn., NBC-owned station, appoints McGavren-Quinn Corp.

WAAB Worcester, Mass., has appointed Robert E. Eastman & Co. national representative, Bernard E. Waterman, owner-general manager of the station, announced last week. Appointment is effective August 15.

WLEX-TV Lexington, Ky. (ch. 18), names Mrs. Elizabeth M. Beckjorden, N. Y., as its station, network and personal representative, effective Aug. 1. Station is affiliated with NBC and ABC.

REPRESENTATIVE SHORTS

John Blair & Co. has purchased two lots at southeast corner of Michigan Ave. and Erie St., Chicago, where it plans to erect 10-story office building. Firm previously acquired adjoining 100-150-ft. lot last February.

STATION SHORTS

WDAY-TV Fargo, N.D., has begun construction of new tv tower and transmitter expcted to go into operation this fall. New antenna will be 1,206 feet above ground; new transmitter will use maximum 100 kw, Earl C. Reineke, president of WDAY Inc., reports. Mr. Reineke said station's coverage area will be increased by nearly 100%, providing 60% viewer-increases. Estimated cost: $350,000.

KCBH-FM Los Angeles set own one-month record during July by signing nearly $11,000 in new contracts. Program buys include Burgermeister Beer's Sunday evening full sponsorship of Boston Symphony and Boston Pops Concerts, and Stereo-Parti's purchase of 3:30-4 p.m. Sunday segment of *Stereophonic Southern California* on KCBH-FM and KMLA-FM Los Angeles.

KVOO Tulsa, Okla., has signed an exclusive contract with U. of Tulsa to broadcast all university's football and basketball games through the 1962-63 cage season.

KOL Seattle, Wash., now is on 24-hour operation.

WLBZ-TV Bangor, Me., announces rate

Maine Citizen at Work

(Maine Dept. of Economic Development photo)

About this time of year thousands of Maine's summer visitors indulge that long-suppressed appetite for the tastiest food our cool coastal waters yield—the Maine lobster. Lobstering off these shores still is a hardy enterprise, but Maine lobstermen are a sturdy breed. Fair weather and foul, their annual haul contributes more than nine million dollars to the $1,110,896,000* effective buying income of the southern Maine-eastern New Hampshire 13-county area.

SERVED AND SOLD BEST BY WCSH-TV

To sell this valued and recognized test market, use the vital force of the station that consistently tops its competition:

APRIL 1958 TOTAL AREA ARB
Quarter hour firsts

WCSH-TV 83.3% **Station "B" 16.7%**

(*Copr. 1958 SM Survey of Buying Power, further reproduction not licensed)

NBC Affiliate

Weed-Television

WCSH-TV 6
PORTLAND, MAINE

CAMPY'S NEW JOB

Catcher Roy Campanella won't strike out.

The ex-Brooklyn Dodger now partially paralyzed as a result of an auto accident last winter, today (Aug. 11) gets back to work. He will conduct a Mon.-Fri., 6-6:05 p.m. sports capsule on WINS New York titled *Campy's Corner*, wherein Mr. Campanella will discuss sports and chat with such old-time friends as Yogi Berra and Don Newcombe. The series will be taped at the Institute of Physical Medicine & Rehabilitation, at New York's Bellevue Center, where the onetime baseball player is undergoing therapy.

card No. Four. Sample cost: one hour of class "AA" time, one time, is $325.

KYA San Francisco has moved to 1 Nob Hill Circle, San Francisco 1, Calif.

XEMO Tijuana, Mex., names William D. Nietfeld & Assoc., San Diego, to handle advertising, public relations and promotion.

WTRU Muskegon, Mich., is now on 24-hour daily programming.

KWK St. Louis, Mo., has moved to 800 N. 12th, St. Louis 1. Telephone: Main 1-1380.

KSD-TV St. Louis announces new rate card No. 13 effective Sept. 1, 1958. Sample rate: one hour of class "AAA" time, one time, is $1,750.

WCIA (TV) Champaign, Ill., Midwest Television Inc., will institute new Rate Card #7 effective Aug. 15 as result of increased set saturation in WCIA coverage area. Schedules running as of Aug. 15 will be protected under Rate Card #6 for 26 weeks from that date if there is no interruption in schedule. Under new rate 60 minutes of Class AA time, one time, will cost $1,000.

WRAL-TV Raleigh, N.C., played host to approximately 8,000 people at Open House last month. Crowds walked through new production building from 1:30 a.m. until after 7 p.m. Featured were new $100,000 mobile unit, demonstration of videotape recorder, two large studios, seven tv cameras and various other equipment.

WJIM-TV Lansing, Mich., has declared regular quarterly dividend of 40 cents a share on common stock and 7½ cents a share on class B common stock, both payable Aug. 8, 1958, to shareholders of record at close of business July 25. Also reported 4% increase in operating revenues for six months ended June 30. Revenues increased to $1,372,000 compared with $1,325,000 last year. Increase in revenues resulted principally from additional tv income from national advertisers, it was explained.

K W T V

Oklahoma Television Corporation

CBS Television

OKLAHOMA CITY

announces

the appointment of

Edward Petry & Co., Inc.

as National Sales Representative

QUICK DEATH FOR SPECTRUM BILL

- **Amended Potter measure collapses in House**
- **Last-minute opposition halts proposed all-out study**

There will be no searching investigation of the radio spectrum authorized by Congress this session.

S J Res 106 (establishing a special commission for such a study) was killed, stomped on and unceremoniously buried by Congressional leaders last Monday (Aug. 4).

Leadership from both sides of the aisle in the House, and from the Democrats in the Senate, signed the measure's unofficial death certificate after strong opposition arose to the measure, as reported out Aug. 1 by the House Commerce Committee [AT DEADLINE, Aug. 4].

As introduced in 1957 by Sen. Charles Potter (R-Mich.), SJ Res. 106 called for an investigation of government-assigned spectrum space only. Following Senate passage in that form and with the bill before the House, the White House two weeks ago sent a "suggested" amendment expanding the study to include all the spectrum, plus an investigation of the FCC's administration of the Communications Act [GOVERNMENT, Aug. 4]. The Executive amendment was unanimously adopted by the House committee and the measure was placed on the House calendar for consideration under suspension of the rules last Monday.

Opponents of the bill made themselves forcibly known between Aug. 1, when it was reported by the committee, and Aug. 4, when it was scheduled for House action. Its demise reportedly was generated largely by tv station licensees, networks, NAB and the Assn. of Maximum Service Telecasters. Many congressmen received calls over the weekend opposing the measure.

Following this strong showing of opposition, the House Commerce Committee, in effect, reversed its unanimous approval of the bill. At an executive session last Monday, several members of the committee were reported to have doubts that their approval was such a good idea.

And, that same afternoon, the proposed spectrum study failed to reach the House floor although it had been placed on the printed calendar. At the conclusion of the day's business, Majority Leader John McCormack (D-Mass.) announced there was no more business. Whereupon, the discussion went like this:

Rep. Joseph Martin (R-Mass.), minority leader: "If the gentleman will yield, can he tell us what happened to S J Res 106 that was on the program for today?"

Rep. McCormack: "That did not come up today."

Rep. Martin: "What was the reason, if I may inquire?"

Rep. McCormack: "That bill is very controversial and it was felt that a two-thirds vote [necessary for passage of a measure under suspension of the rules] could not be obtained."

The House leadership ordered the Potter resolution taken off the calendar and no effort will be made for a vote during the rapidly-closing current session of Congress, according to an informed spokesman. Other members from both parties made substantially the same statement.

Some members of the House reported misgiving about the proposed study because it would establish still another high-level government commission with no set lifetime. While the proposed commission would be required to file a report within six months, they pointed out such a report likely would state the commission had not had sufficient time to complete its study. This could go on indefinitely, they felt.

Moreover, it has been learned that Democratic leadership in the Senate expressed misgivings about that body's hasty approval of the Potter resolution [GOVERNMENT, July 14], even prior to the White House amendment. The fear was raised, according to informed sources, that the proposed five-man commission would in all probability be "stacked" with four Republicans. This could come about through the manner in which the members would be appointed—two by the President and one each by the Vice President, House Speaker and FCC. The only sure Democrat under this alignment would be the commission member appointed by Speaker Sam Rayburn (D-Tex.).

Also last week, reports that the military had initiated the expansion amendment were denied by those close to the situation, both at the FCC and Electronic Industries Assn., supporters of the White House amendment. EIA called for an all-encompassing study of the spectrum last January in a letter to Dr. James Killian, special assistant to the President for science and technology.

Such a study should be conducted within the office of the President and lead to a unified national policy for radio spectrum allocations, EIA said. When the President, through the Office of Civil & Defense Mobilization, sent his amendment of the Potter resolution to the House two weeks ago, EIA offered its full support and cooperation.

POLITICAL HARMONY?

The twain may meet after all. Democratic National Chairman Paul Butler and his Republican counterpart, Meade Alcorn, hope to come to a meeting of minds on a common convention site for their respective parties' 1960 nominating sessions. Such an agreement would be welcomed by network and station executives who participated in the 1956 mass shift of equipment and men (in less than one week) from the Democratic convention in Chicago to the San Francisco Republican get-together.

Cities actively bidding for the 1960 conventions are Chicago, San Francisco, Los Angeles, Miami Beach, Philadelphia, Atlantic City, New York and Buffalo, N. Y. Mr. Butler already has tentatively ruled out Buffalo as not possessing the required facilities and Atlantic City because of the tourist season.

Moss Subcommittee Charges Continued Government Secrecy

Citing 27 cases of "unjustified restrictions . . . removed" a House subcommittee report on secrecy in government last week lashed out at the continued smothering of the people's right to know. The Government Information Subcommittee of the Government Operations Committee, after an 18-month study, declared: "There is a persistent attitude on the part of many Government officials that it is best to do the people's business in secret."

The subcommittee is headed by Rep. John E. Moss (D-Calif.), who fathered the anti-secrecy bill which has passed both Senate and House [GOVERNMENT, August 4] and is awaiting Presidential action, which must come before the middle of this week.

In a letter to President Eisenhower last week, the Radio-Newsreel-Television Working Press Assn. urged that the bill be signed. "A veto of this bill," wrote the newsmen, ". . . can eventually provide less scrupulous hands than yours, Mr. President, with a ready made tool for confounding and confusing both the working press and the public. . . ."

Rep. Kilgore Appointed To House Committee Vacancy

A Democrat from Texas has replaced a Democrat from Texas on the House Interstate & Foreign Commerce Committee. Rep. Joe M. Kilgore, a member of Congress since January 1955, was named to fill the vacancy created by the resignation of Rep. Martin Dies. Rep. Dies is not a candidate for reelection to the House because of ill health and three weeks ago resigned from the committee.

Two members of the committee with primary opposition were renominated Tuesday (Aug. 5) by their respective parties. Rep. Morgan Moulder (D-Mo.), former chairman of the Legislative Oversight Subcommittee, won the 11th District nomination by nearly 5,000 votes (approximately 40,000 cast) over attorney Robert C. Smith. Republican Will E. Neal, the only West Virginia Congressman with primary opposition, led his opponent by better than two-to-one.

In Michigan, Lt. Gov. Philip A. Hart won the Democratic nomination for U. S. Senator and the right to oppose Republican incumbent Charles Potter in the November general election. Democratic Gov. G. Mennen Williams scored a five-to-one victory over William L. Johnson in his renomination for a sixth term. Mr. Johnson owns WJMS-AM-TV Ironwood, Mich.

Vacations...

MINNESOTA'S 2ND INDUSTRY! Over 1,000,000 vacationers will eat, sleep, drive, fish, play and BUY... spending more than $55,000,000 THIS summer in KDAL—KDAL-TV land!

RADIO KDAL TELEVISION

Dominating Minnesota's Vacationland!

represented by

AVERY-KNODEL

INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO SEATTLE

TV TURNS THE TRICK

Oklahoma's Democratic candidate for governor, J. Howard Edmondson, spent $16,402.28 for tv time in a successful primary run-off campaign, according to figures filed last week with the state election board. This amounted to well over half of the $28,376.48 total Mr. Edmondson spent in a three week campaign. He also listed $2,238.40 for radio time and $4,763.29 for print advertising.

Mr. Edmondson had credited tv with making it possible for him to win the Democratic nomination, tantamount to election in Oklahoma [ADVERTISERS & AGENCIES, July 28]. Harold Stuart, president of KVOO-AM-TV Tulsa, was the successful candidate's finance chairman. W. P. Atkinson, loser in the runoff primary, reported total expenditures of $28,257.48 but did not disclose what percentage went into radio-tv.

Hutchinson, Car Wax Maker, Denies Duplicity in Tv Ads

A Chicago manufacturer of an automobile wax has denied charges that his television demonstration deceives the public. Hutchinson Chemical Corp. and its president, Herman S. Hutchinson, last week denied charges brought by the Federal Trade Commission in May that the firm fictitiously prices the car wax and that the tv demonstration deceives the public on the wax's capacity to protect the automobile's finish against heat and cold.

The FTC complaint charged as false, misleading and deceptive a tv commercial which showed a flammable liquid being poured on an automobile which had been finished by Hutchinson's "Waterproof Wax." The liquid is then ignited and cold water is thrown on the flame, extinguishing it. The finish is shown unmarred.

The company said all elements in the demonstration "are fully revealed to the viewer, and any reasonable man or woman, knowing all these elements, is fully capable of judging for himself or herself" whether the "ultimate fact" of the product's effectiveness is proved.

Case Bill Asks Disclosure Of Assets, Agency Contacts

Sen. Clifford P. Case (R-N. J.) August 1 introduced S 4223 requiring every member of Congress and employes of the Legislative and Executive Branches of the government earning more than $12,500 annually to list publicly their financial assets and income.

The bill also would require that all communications by members of Congress or others with regulatory agencies be made a part of the public record. The measure was referred to the Senate Committee on Rules & Administration.

Rep. Kenneth Keating (R-N. Y.) last week announced plans to introduce a federal "anti-bugging" bill, prompted, he said, by the "bald-faced, bumbling" attempt of the House Legislative Oversight Subcommittee's then chief investigator to listen-in on a conversation in a Washington Hotel [GOVERNMENT, July 14]. "The insidious practice of electronic eavesdropping goes to the very marrow of our individual freedom," Rep. Keating said.

Harris Gets $60,000 To Continue Probes

Rep. Oren Harris (D-Ark.) last week asked for, and received, from the House an additional $60,000 for his House Legislative Oversight Subcommittee to conduct investigations and hearings during the months Congress is adjourned.

In an accompanying justification of the extra money, the subcommittee stated it was needed "in connection with a heavy schedule of hearings to be held at Washington, D. C., and other points during adjournment of Congress. . . ." The subcommittee, formed to investigate the FCC and five other regulatory agencies, now has received $310,000 from the House. Its life expires, unless renewed by the House, with the beginning of the 85th Congress in January 1959.

As of July 1, the subcommittee had $69,000 remaining of its original $250,000 appropriation. It estimated over $128,000 would be needed to carry on its work between July and December. Earlier it had been reported the subcommittee had been given $100,000 by the parent Commerce Committee [CLOSED CIRCUIT, July 14]. However, this actually was the appropriation for the Commerce Committee's operation, some of which could be channeled into the subcommittee if needed.

Of the extra $60,000 the sum of $6,000 was requested for "witness fees and mileage of witnesses" for planned, but as yet unannounced, hearings during September and October. The months of November and December will be devoted to reviewing, summarizing and preparing reports on the activities and hearings, the subcommittee said.

The extra appropriation was voted last Wednesday (Aug. 6), without objection, following Rep. Harris' Monday request for the funds. Only comment during House consideration was made by Rep. Joseph Martin (R-Mass.), minority leader, who said the subcommittee should hire a minority counsel. Republican members said privately this was a good idea but no definite steps have been taken.

Also last week, the subcommittee released its report citing Bernard Goldfine for contempt of Congress for refusing to answer 22 of the investigators' questions. Mr. Goldfine's testimony did not concern broadcasting or the FCC. However, of future witnesses and efforts to secure information, the report said the subcommittee's effectiveness "will be seriously impaired if Mr. Goldfine is not proceeded against. . . . Already our subpoenas are being disregarded. Stalling and refusals to heed requests of the staff for information are increasingly evident."

The subcommittee already has aired mis-

"A" is in Anger
Because all he hears
Is loud blaring music
That deafens his ears!

Music may have charms to soothe the savage breast and even some that are not so savage, but in a market the size of Greater Los Angeles, music can't hope to appeal to everybody.

It takes variety in programming to capture and hold the attention of all the individual minds that make up the collective market.

For 36 years, KHJ's FOREGROUND SOUND has had the necessary interesting, entertaining and variegated programming to deliver listeners who pay close attention to the programs of their choice and to the commercials as well.

Never underestimate the variety of tastes that make up America's Second Market. Here is a medium programmed to satisfy them all.

KHJ
RADIO
LOS ANGELES
1313 North Vine Street
Hollywood 28, California
Represented nationally by
H-R Representatives, Inc.

conduct charges against individual commissioners, FCC grant of ch. 10 Miami to National Airlines (leading to the resignation of Comr. Richard A. Mack), the St. Louis-Springfield, Ill., tv situation and several station transfers. Investigations have been completed in several other FCC grants and presumably hearings on these cases will be held during congressional adjournment.

Stock Sales, Purchases Reported For Radio-Tv Firm Shareholders

Stock transactions by officers and directors of companies in the radio-tv and allied fields, as reported last week by the Securities & Exchange Commission (common stock unless indicated otherwise):

Admiral Corp.—Wallace C. Johnson in June purchased 1,880 shares, giving him a total of 4,080.

Allied Artists Pictures—Samuel Broidy purchased 10,088 shares, giving him ownership of 85,206; George D. Burrows, 10,000 for 44,786 total; Sherrill C. Corwin, 10,000 for 28,000 total; Maurice Goldstein, 2,000 for 16,100 total; Edward Morey, 2,000 for 14,350 total, and Sam Wolf, 3,500 for 25,500 total. All transactions were made in June.

C & C Tv Corp.—Erwin H. Ezzes in May sold the 1,500 shares he held. Matthew Fox, also in May, purchased outright 900 shares and received 20,000 shares in exchange for stock in National Phoeniz Industries. Mr. Fox now owns 636,400 shares in C & C Tv of which 572,700 are pledged as collateral against loans.

Allen B. DuMont Labs Inc.—Armand G. Erpf disposed of 7,000 shares, leaving him with 1,000; Donovan H. Tyson sold 800 of his 1,000 shares, leaving him with 200. Mr. Erpf also disposed of 1,000 of the 6% convertible preferred shares he formerly held. These transactions were made in June.

General Electric Co.—William Rogers Herod sold 938 shares, leaving him with 9,076; H. A. MacKinnon purchased 900 shares, giving him 7,327 total, and Harold F. Smiddy bought 1,875 shares, raising his total-owned to 9,375, all in June.

Herold Radio & Electronics Corp.—Shepherd Freedland, in May, purchased 500 shares, giving him total-ownership of 500.

Loew's Inc.—Charles Braunstein purchased 500 shares in both May and June, giving him 2,000 total; Sol C. Siegel in June purchased 1,000 shares, the only stock he holds in Loew's.

Magnavox Co.—Frank Freimann in June sold 2,000 shares held in trust, leaving 51,101 total; Richard A. O'Connor also in June, reduced his holdings to 51,917 shares by selling 6,000.

National Telefilm Assoc.—E. Jonny Graff in April exercised an option to purchase 1,000 shares and in turn sold 600, leaving him with total of 1,900.

Paramount Pictures Corp.—Randolph C. Wood in June sold 16,200 shares, leaving him with total of 15,100.

Philco Corp.—Arthur W. Radford in June purchased 100 shares, giving him a total of 152.

Sylvania Electric Products—Matthew D. Burns in June sold 125 shares, leaving him with 1,230.

Trav-ler Radio Corp.—D. F. J. Shea in May purchased 600 shares, giving him 900 total.

Westinghouse Electric—Bruce D. Henderson in June sold 300 shares, leaving him with 500.

FCC Goes On Without Fund Bill Under Emergency Law of June 30

The FCC is operating normally despite last week's Presidential veto of the $6 billion independent offices appropriation bill. Along with other agencies affected, the Commission is operating under a law enacted June 30 which permits agencies to continue operating at the rate specified in the Senate or House appropriation bill, whichever is lower.

The appropriation bill carried a fund of $8.9 million for the FCC. The June 30 law provided for operation until July 30. This was renewed to Aug. 31.

President Eisenhower's veto was based on the claim the appropriation bill would add over $500 million to the prospective federal deficit for 1959, contending money for the civil service retirement fund was not needed at this time.

Commenting on the Presidential veto, Chairman Warren G. Magnuson (D-Wash). of the Independent Offices Appropriations Subcommittee, said the action was regrettable and added that it "jeopardizes all independent agencies which in reality are arms of Congress."

Judd Constituents Anti-Pay Tv

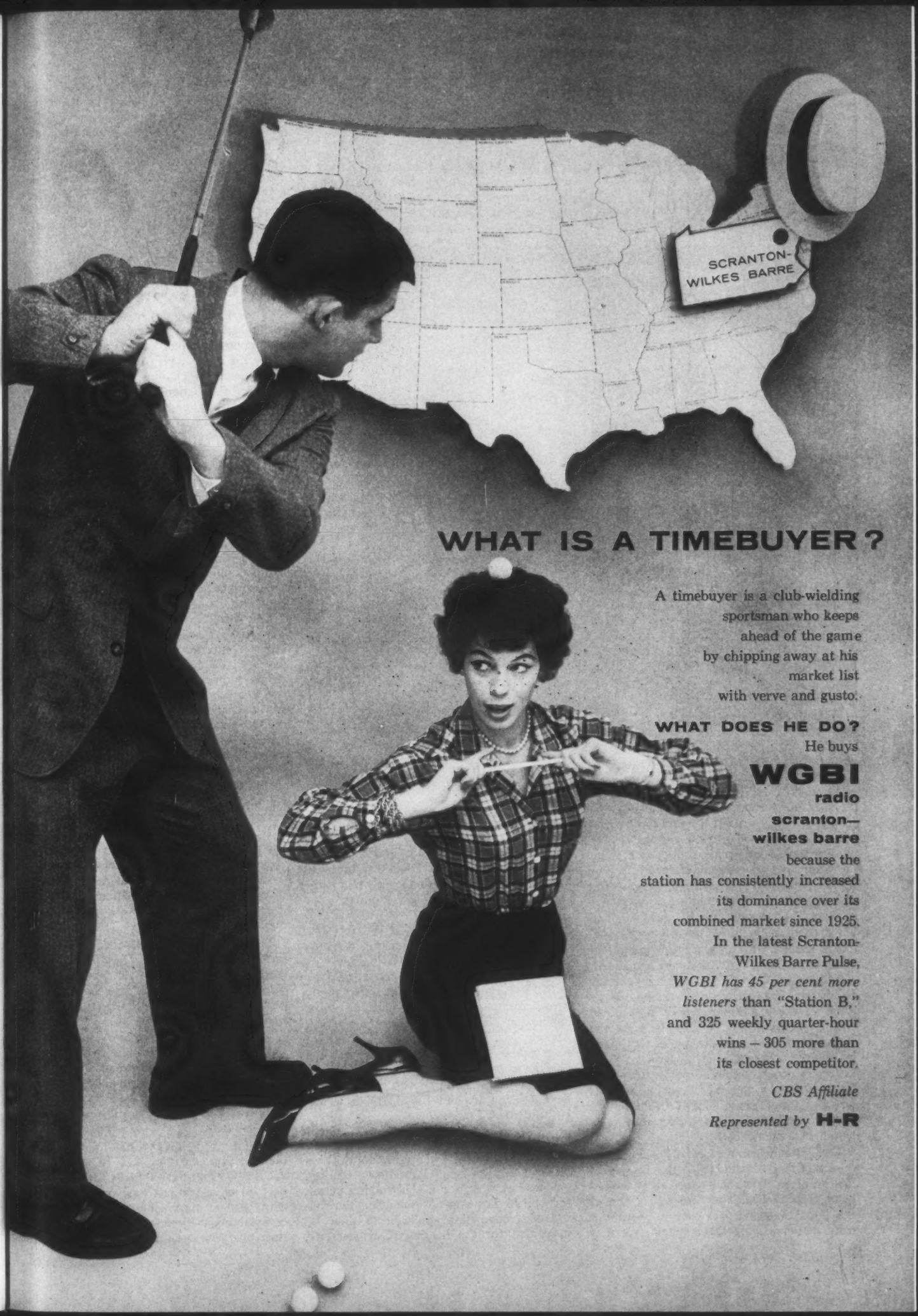
An overwhelming majority, 82.1%, of Rep. Walter H. Judd's (R-Minn.) constituents are against pay tv, according to a survey released last week by the congressman. Rep. Judd, in a 23-part questionnaire asked: "Do you favor a system of pay television?"

Of more than 11,000 respondents, 82.1% were against toll tv, 7.5% for and 10.4% had no opinion. Broken down by party affiliations, 85.7% of the Democrats were against, Republicans 83.2%, Independents 83.6%, and those not falling under any of the three categories, 67.7% against.

Magnuson Submits Carrier Bill

Sen. Warren Magnuson (D-Wash.) Tuesday introduced a bill (S 4231) which would amend the Communications Act to permit the merger of American companies providing international cable and radio service. Mergers are authorized in the domestic telegraph field but now are prohibited in international telegraphic communications. Sen. Magnuson said the bill is being introduced late in the current session of Congress to give the Justice Dept. time to make recommendations by next session. If the measure becomes law, FCC approval would be required before two companies could merge.

In Louisville
it's WAVE-TV
for
● BALANCED PROGRAMMING
● AUDIENCE RATINGS
● COVERAGE
● COSTS PER THOUSAND
● TRUSTWORTHY OPERATION
NBC AFFILIATE
NBC SPOT SALES, EXCLUSIVE NATIONAL REPRESENTATIVES
WFIE-TV, Channel 14, the NBC affiliate in Evansville, is now owned and operated by WAVE, Inc.



WHAT IS A TIMEBUYER?

A timebuyer is a club-wielding sportsman who keeps ahead of the game by chipping away at his market list with verve and gusto.

WHAT DOES HE DO?
He buys

WGBI
radio
scranton—
wilkes barre

because the station has consistently increased its dominance over its combined market since 1925. In the latest Scranton-Wilkes Barre Pulse, *WGBI has 45 per cent more listeners* than "Station B," and 325 weekly quarter-hour wins – 305 more than its closest competitor.

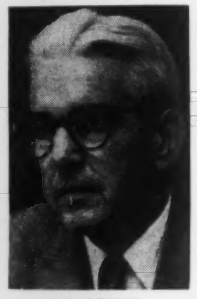
CBS Affiliate

Represented by **H-R**

ROBERT LEAHY TO RETIRE FROM FCC

Robert D. J. Leahy, a member of the FCC staff for 24 years, is retiring the end of this month. With him will go the inside stories of a hundred-odd broadcast cases he worked on as the FCC's chief investigator and financial advisor to the Broadcast Bureau. His retirement is effective Aug. 31; at the moment he is on terminal leave.

Mr. Leahy will make his home in Clearwater, Fla., where he will engage in a consulting service on a regional basis. He will conduct station negotiations, appraisals, market analyses and research serving the four states of Florida, Alabama, Georgia and Mississippi.



MR. LEAHY

The 55-year-old Mr. Leahy was born in Lebanon, Pa., and attended the Wharton School of Finance, U. of Pennsylvania; National U. and Benjamin Franklin U. in Washington, D. C. In 1927 after serving in the U. S. Navy, he joined the Post Office Dept. in Harrisburg, Pa. In 1930 he changed to the State Dept. in Washington and in 1934 was secretary to the U. S. Delegation on the North American Radio Conference in Mexico City.

In 1935, Mr. Leahy became associated with the FCC. During his years with the Commission, Mr. Leahy helped design the annual financial report required to be filed by broadcasters, was on the AT&T study in 1937, was a member of the five-man team which made the first network study in 1938 and participate in drafting the Chain Broadcasting Rules. In 1940, he was loaned to the Office of War Information where he conducted negotiations with shortwave broadcasters for the use of their facilities in America's psychological warfare efforts.

In post-war years, Mr. Leahy has been prominently identified with a number of FCC landmark cases: Lamb case, NBC-Westinghouse stations exchange, strike applications in tv, and the current network study.

During World War II, Mr. Leahy served as a lieutenant commander in the Office of the Chief of Naval Operations in Washington.

Mr. Leahy, his wife, the former Margaret Kennedy of McLean, Texas, and their three children, will live at Taylor Ave., Fairway Estates, Dunedin Isles, Fla., outside Clearwater.

Uhf-Only Television Proposed by Putnam

William L. Putnam, president of Springfield Television Co. (WWLP [TV] Springfield, WRLP [TV] Greenfield, both Massachusetts) announced last week a six-point plan to move all tv to the uhf band.

In essence, Mr. Putnam's plan calls for the Commission to (1) cease making vhf grants; (2) assign a uhf channel to all operating vhf stations; (3) renew vhf licenses for regular three-year period if renewals come up within one year—after one year, licenses will be renewed for only one year if the vhf outlet is also operating on assigned uhf channel; (4) permit use of translators so uhf stations may fill in shadow areas.

The number of translators to be permitted each uhf station, Mr. Putnam explained, would be predicated on a zoning plan for each city. For each station in the city's Zone 1 where a difference of 500 ft. in terrain occurs within a 20-mile area, the station would be authorized one translator; in Zone II where a difference of 1,500 ft. in terrain occurs within 30 miles, two translators would be approved, and in Zone III where a difference of 2,500 ft. in terrain occurs within 40 miles, three translators would be authorized.

Mr. Putnam commented: "The FCC has done nothing but nibble at the fringes of the problem. It's about time they took a good, healthy bite. They are well aware of the fact that vhf can never provide a truly national competitive system, yet they are afraid to take the steps necessary to correct the unbelievable situation they have created."

Mr. Putnam asked: "Is the FCC, a government agency, interested in protecting the interests of private corporations or is it interested in seeing that the people of the United States, not 80% of them, but all of them, are provided with adequate television service?"

Both of Mr. Putnam's tv stations are uhf. He also is operating two translator stations in New Hampshire, and is merging with now-dark uhf WWOR-TV Worcester, Mass., with plans to resume operation there as a satellite of his Springfield outlet.

Bakersfield Tv Applicants Merge

Former Northwest broadcaster Lincoln Dellar has asked FCC for withdrawal of his application for ch. 17 in Bakersfield, Calif., and competing applicant Kern County Broadcasting Co. asked modification of its application to show a merger agreement whereby Mr. Dellar becomes 35% owner of Kern County. The move, however, does not obviate a competitive hearing for ch. 17 since there is third applicant, motel owners George King Jr. and Lloyd Hobbs (King-Hobbs Broadcasters).

Corwin Wins Decision on Default

Sherrill C. Corwin won an initial decision from FCC Hearing Examiner Basil P. Cooper last week for a construction permit for ch. 34 Los Angeles following the failure of a competing applicant to show up in person for the hearing [GOVERNMENT, July 21]. This competing application of partners Frederick J. Bassett and William E. Sullivan, doing business under the firm name of K-UHF (TV), was denied in the same decision.

Mr. Corwin owns KBAY-TV San Francisco and KPAX (FM) San Bernardino, both California; 15% of KAKE-TV Wichita, Kan.; 10% of KPRO Riverside, KROP Blythe, KYGR Brawley and KREO Indio, all California.

Regulate All—If Any Say CATV Operators

If the FCC assumes regulation over community antenna tv systems on the grounds of "economic injury" to stations, it should apply the same type of regulation over *all* broadcasting, including tv translators and satellites, the National Community Tv Assn. said last week.

NCTA and a group of 19 western microwave operators furnishing tv signals to CATV systems filed "reply comments" last week to comments made by tv broadcasters last month in the FCC's inquiry into the impact of community antenna and other "irregular" tv systems on regular tv broadcast stations [GOVERNMENT, July 14]. The two statements noted that the FCC made no provision for reply comments in the inquiry, but asked the Commission to "accept and consider" their additional presentations.

The joint statement by a group of 19 western microwave operators was a legal brief rebutting tv broadcaster arguments that: (1) the FCC should consider the economic impact on tv broadcast stations in deciding whether to grant common carrier facilities which furnish tv programs to CATV systems; (2) that such microwave systems do not furnish their services to all comers. The microwave group noted a microwave operator had offered his services to one station, but that this station asked for its own private microwave system instead.

NCTA said protection of tv stations from competition will bring utility-type regulation; that if the FCC decides to regulate CATV systems it should guarantee to them the rights inherent in regulation. NCTA said it would help the FCC work out areas for regulation.

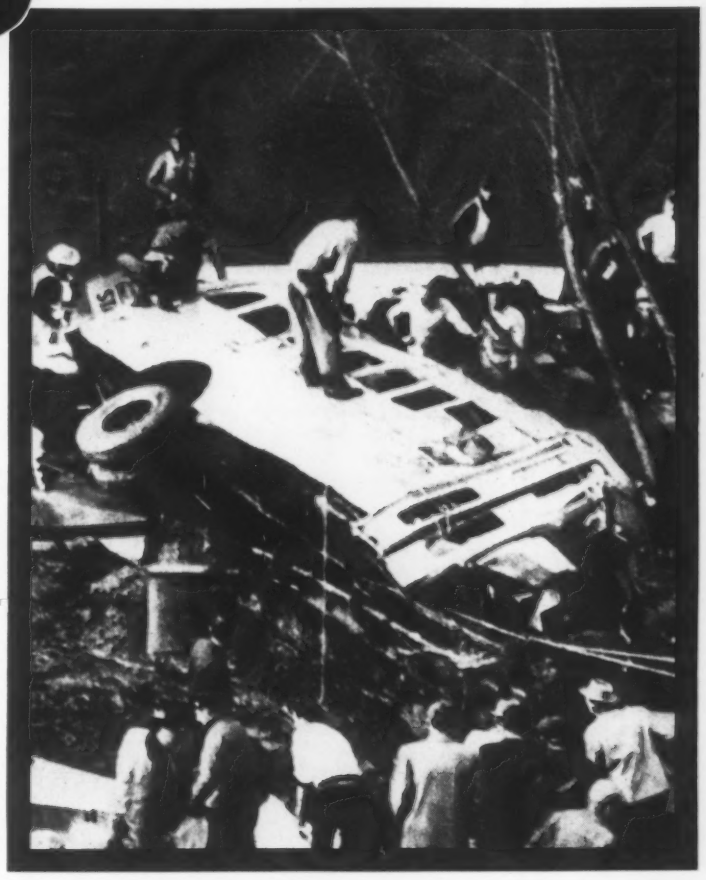
NCTA argued that broadcasters offered no concrete evidence of CATV impact on tv stations in "marginal" markets; that many stations are in markets too small for profitable operation and that their losses shouldn't be blamed on CATV.

The community tv group charged that broadcasters who oppose CATV do so just to eliminate competition so they can enjoy a monopoly; that any action taken against CATV also should be taken against other competitors for audience (movies and other entertainment).

NCTA said CATV has not seriously hindered the carrying out of the No. 1 priority in the FCC's Sixth Order & Report on tv allocations (one tv service to as many people as possible) and charged that complaining tv broadcasters are afraid that their own service is not as good as the pro-

WHAS-TV LOUISVILLE

IF IT IS *BIG* AND *IMPORTANT*, IT'S ON *WHAS-TV*



WHAS-TV NEWS with Exclusive Daily Newsreel . . . Winner of the University of Kentucky-A.P. "Distinguished Leadership Award" and Sigma Delta Chi Award.
12:25-12:30 p.m. daily
6:15- 6:30 p.m. daily
10:30-10:40 p.m. daily

WHAS-TV's nine-man news staff and 26 newsreel-reporter correspondents provide unmatched coverage of the BIG news . . . the southeastern Kentucky floods, the Prestonsburg school bus tragedy, the biggest private home robbery in U.S. history, and the $250,000 Federal Building fire.

The journalistic magazine *THE QUILL* devoted its May editorial, cover and three full pages to WHAS-TV's coverage of the Kentucky legislature.

When anything IMPORTANT happens in Louisville television, it happens on WHAS-TV. Viewers know it . . . and so do clients such as Shell Oil . . . and the Greater Louisville First Federal Savings and Loan Association which has sponsored the news EVERY night since WHAS-TV went on the air in March, 1950.

Your Advertising Deserves WHAS-TV Attention . . .
with the ADDED IMPACT OF PROGRAMMING OF CHARACTER!

WHAS-TV
Fisbie
Foremost In Service
Best In Entertainment

WHAS-TV CHANNEL 11, LOUISVILLE
316,000 WATTS — CBS-TV NETWORK
Victor A. Sholis, Director
Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.

grams from stations whose signals are picked up for CATV systems.

CATV reception of a station's signals is not an infringement, NCTA said, and, anyway, this is a matter for the courts to decide. Pointing to sparse areas of the West, NCTA said the Sixth Report & Order in many cases would be a "mockery" without CATV. It charged that stations suggesting priorities for the various types of services had put CATV at the bottom of the "Totem Pole," below illegal boosters.

NCTA said broadcaster charges that CATV competes unfairly with regular tv stations because it is unregulated presupposes that the FCC has staked out a reserved market for a complaining station.

WPEN-FM Opposes Storer Plea For Change in Its Frequency

WPEN-FM Philadelphia last week opposed the request of Storer Broadcasting Co. to change its frequency to avoid harmonic interference to reception in Philadelphia from Storer's ch. 12 WVUE (TV) Wilmington, Del.

Storer petitioned the FCC early in July, asking that WPEN-FM (on 102.9 mc) be required to change its assignment with the now-silent Storer-owned WIBG-FM (on 94.1 mc). Storer claimed that second harmonic radiation by WPEN-FM interfered with WVUE's visual signal in the Rittenhouse Square section of downtown Philadelphia, where Philadelphia's advertising agencies are located. Storer said it had negotiated unsuccessfully with WPEN-FM to make the swap.

WPEN-FM charged the proposed change was another move in Storer's attempts to make WVUE a Philadelphia outlet. It said the type of interference complained of is essentially a receiver design problem and the Commission in similar situations has refused to "manipulate" the frequency assignments of fm and tv stations. WPEN-FM said it would cost more than $70,000 for it to make the shift: $53,000 to shift frequencies, $15,000 to promote its new wavelength, $3,000 to conduct surveys of listenership. In addition, WPEN-FM noted it must shift to multiplex for its background music and storecasting operation by Oct. 1, said to cost more than $50,000.

FCC Refuses WJRT Stay

FCC has denied the request of W. S. Butterfield Theatres Inc. and Trebit Corp. (WFDF Flint, Mich.) for stay of the July 9 action affirming grant of ch. 12 to WJRT (TV) Flint, but reserved consideration of the petition for reconsideration of grant. Comr. Lee dissented; Comrs. Ford and Cross did not participate.

Excise Tax Rule Clarified

Internal Revenue Service announced last week the manufacturers excise tax on radio-tv sets "does not apply to sales by the manufacturer of cabinets designed to house speakers alone." IRS explained the term "cabinets" as used in excise tax regulations does not include cabinets for radio or television components "as such."

Farmers Ask Court To Review WDAY Case

Review of a case testing the liability of broadcasters for libelous statements made by a political candidate has been asked of the U. S. Supreme Court by Farmers Educational & Cooperative Union of America (North Dakota Div.).

The union last week asked the court to grant a *writ of certiorari* providing for review of a decision by the North Dakota Supreme Court in which WDAY Fargo, N. D., was held not liable for statements made by a candidate [GOVERNMENT, April 7].

Three questions are raised by the union in its appeal: Does Sec. 315 of the Communications Act relieve radio-tv stations from liability for broadcasting libelous statements by candidates when the statements defame a third party not a competing candidate? Did Congress intend to abrogate state laws covering liability? And does Sec. 315 deprive the farmers union of its liberty and property, including reputation, without due process of law? The union points out that two state supreme court decisions—North Dakota and Nebraska—are in conflict.

WGBB Long Island to Test Single-Sideband Operation

Authority for experimental operation with single sideband equipment to next Feb. 1 was given by the FCC last week to WGBB Freeport, Long Island, N. Y., which believes elimination of one of the two sidebands from an am carrier will result in reduced interference and therefore in increased coverage.

WGBB (1240 kc 250 w unlimited) is the first station of less than 50 kw to experiment with single-sideband and the first to follow through on the interference-coverage factor of the new technique. The FCC, in making the grant, asked for an interim progress report by Nov. 1 and a detailed report when the experimental period ends. Initial tests will be held from 1-6 a.m. to insure proper functioning, with subsequent tests when desired as long as WGBB's signal is satisfactory and does not interfere with other stations.

WGBB will use equipment of Kahn Research Labs, which will share costs. Although the station applied July 29 for experimental operation, the plan was worked out in advance with the FCC. WGBB believes single-sideband could reduce interference all over North America and thus make possible additional channels. Other stations which have experimented with single-sideband, also using Kahn gear, include KDKA Pittsburgh, WSM Nashville, and WABC and WMGM New York, all 50 kw.

FCC to Quiz Radiotelephone Men

The FCC last week scheduled hearings on applications for renewal of licenses of four radiotelephone operators. The Commission said the four had refused to answer under oath certain questions in the renewal applications. It was understood that these questions pertained to membership in communist or other subversive organizations. The radiotelephone operators involved: Morton Borrow of Ardmore, Pa.; William C. Cronan, San Francisco; Alfred Newell Johnson, Berkeley, Calif., and Howard V. Trautman of Long Island City, N. Y.

Two Jacksonville Applicants Engaged in 'Ex Parte' Row

The seriousness of *ex parte* representations—where one applicant sees the presiding officer without the other applicant being present—has reached a new high at the FCC in a case involving two applicants for 550 kc in Jacksonville, Fla. One of the applicants has asked the FCC to disqualify the hearing examiner because the other applicant spoke to the examiner before the hearings began.

Involved are Joseph M. Ripley Inc. and Don Richardson. Both are seeking 1 kw daytimers on 550 kc in Jacksonville.

Mr. Richardson sought out FCC Hearing Examiner Jay A. Kyle after the hearings were designated to ask some questions. Mr. Kyle warned him that he should not be talking to him, suggested that Mr. Richardson get his own lawyer and engineer.

The fact of the meeting was mentioned by Mr. Richardson during the hearings, and last week attorney Will O. Murrell Jr., representing the Ripley application, asked the FCC to disqualify Mr. Kyle because of the incident and also because the examiner indicated "pre-judgment" of one of the issues and "an already-formed-conclusion" of the character of Mr. Richardson which has resulted in "preferential" treatment for him.

The hearings were closed May 12 (they began last January), but Mr. Murrell said he had been hospitalized and therefore unable earlier to file the motion to disqualify Mr. Kyle.

FCC Refuses to Reverse Stand On Radio Grants to Government

The FCC has denied requests for reconsideration of its April decision turning over portions of the radio spectrum to the government for military use.

The pleas were filed by Aeronautical Radio Inc., Air Transport Assn., a number of other aviation organizations and companies, telephone companies, RCA and other electronics firms, American Petroleum Institute and the National Committee for Utilities Radio.

The Commission held the change in frequency status was required for the national defense and therefore it was not required to issue notices and hold hearings as it normally would for changes of this sort.

In its final order last April [AT DEADLINE, April 21], the Commission deleted the availability of 890-942 mc for other than industrial - scientific - medical assignments. This band included standard radio studio-transmitter link band 925-940 mc; tv STL link (for audio) in 890-911 mc and fm STL band 940-942 mc. Fm retains 942-952 mc for this purpose. Broadcasters operating in the deleted bands are permitted to remain, subject to interference from government usage.

KRON is TV in SF

San Franciscans are sold on KRON-TV

FIRST IN ARB	1 WK.-4 WK.*
KRON-TV	**35.6 38.0**
Sta. B	31.1 29.8
Sta. C	22.8 23.5
Sta. D	11.6 10.3

*ARB, May-June, 1958
Share of Sets In Use
Sign-On-Sign-Off, Mon.-Sun.

S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD

WQXR SETS UP NEW FM NETWORK

- **11 upstate New York fm affiliates join**
- **Full commercial operation starts Aug. 18**

After several cautious attempts, fm will "go commercial" on the largest fm network yet assembled for this purpose next Monday (August 18) and with the blessing of several large national advertisers.

Key and guiding station of this newest fm network is WQXR New York, which in the mid-1930's pioneered fm "good music" radio and which now claims it has the country's most successful fm operation.

MR. SONDHEIM

WQXR-AM-FM —owned and operated by *The New York Times* — will act as the network's principal station [CLOSED CIRCUIT, July 28]. It will feed its regular 17½ hour daily programming to 11 upstate New York affiliates: WFLY (FM) Troy, WKOP-FM Binghamton, WRRL (FM) Wethersfield (Buffalo), WRRA (FM) Ithaca, WJTN-FM Jamestown, WRRC (FM) Cherry Valley, WHDL-FM Olean, WHLD-FM Niagara Falls, WRRE (FM) Bristol Center (Rochester), WRRD (FM) De Ruyter (Syracuse) and WRUN-FM Utica-Rome. Five of the fm-only stations (all but WFLY) are operated by Northeast Radio Corp., Ithaca.

The five stations in Binghamton, Jamestown, Niagara Falls, Olean and Utica-Rome will divorce am and fm programming on a full-time basis. WQXR will continue simultaneous transmission of programs. While WQXR is the key station, WFLY Troy is the pivotal station: serving as the main relay point, WFLY also will act as a cut-off terminal where WQXR's local commercials will be cut out of the network feed. Additionally, WFLY will serve as the origination site for regional newscasts which will supplement national and international coverage offered by the hourly *New York Times* bulletins aired from New York.

With the rate card and affiliation agreements still in the process of being drawn up, WQXR was not ready last week to list the national advertisers signed for the new service. The station indicated that a number—said to exceed 10—would be announced "shortly."

The WQXR Network will commence operation next Monday starting at 7:30 a.m. and concluding at 1 a.m. Monday-Sunday affiliates for the most part will carry the complete WQXR program schedule, but —subject to certain predetermined "network regulations"—will also feature local programming.

The 550-mile-long network will cover 43 New York counties, four Pennsylvania counties (reached by WJTN-FM Jamestown) and certain border regions of Canada containing an estimated audience of 5.8 million or 1.8 million families outside of metropolitan New York City, officials said.

Although operating as a "network," WQXR and affiliates will not go to the extent of implementing "network option time," though it will maintain certain "station times"—three 30-minute segments daily, plus time for local and regional newscasts to bolster the *Times* coverage.

James Sondheim, former national sales manager of WAAT-WATV (TV) Newark (now WNTA-AM-FM-TV), who takes over as the network's sales manager, said there will be no "contingency buying." National advertisers on WQXR can enlarge their coverage by paying the network rate card (slightly higher than that now in effect at WQXR), but they will not be required to do so. They may buy the network separately by "getting on" at WFLY Troy. In short, there are no "must buys." Affiliate payments are still in discussion.

The rate card may be subject to revision later in the year. Its present form is being based on the latest available Pulse fm set count made for the upstate New York region. Figures are for 1953. They show fm to have a household penetration of 30.7%, but Mr. Sondheim said that in light of the rapidly-growing fm set market, this figure is "quite conservative." The new set-count to be made later this year probably will be jointly financed by WQXR and its affiliates.

The plan marks a return by WQXR to statewide fm broadcasting. The station's executive vice president, Elliott M. Sanger, recalled that in 1950-53 WQXR fed selected fm programs and newscasts to what was then called the Rural Radio Network — comprising 22 stations, 15 of which were am only—on a noncommercial basis. Mr. Sanger called this program "merely experimental." He added that WQXR now means business, hinting that plans are underway to expand the fm network beyond the boundaries of New York state.

Seven of the 11 stations over the past six months have installed new fm transmission equipment, some with sideband and multiplexing facilities.

WQXR sales officials point out that the WQXR Network concentrates primarily on urban areas. The network is also expected to make much of the expanding St. Lawrence Seaway market.

Key executives involved in the eight-month-long discussions included Mr. Sanger; H. Stilwell Brown, vice president of Northeast Radio Corp. (representing all

"JAXIE" says—
"DON'T SEND SHERLOCK TO FIND TOP TALENT IN JACKSONVILLE"

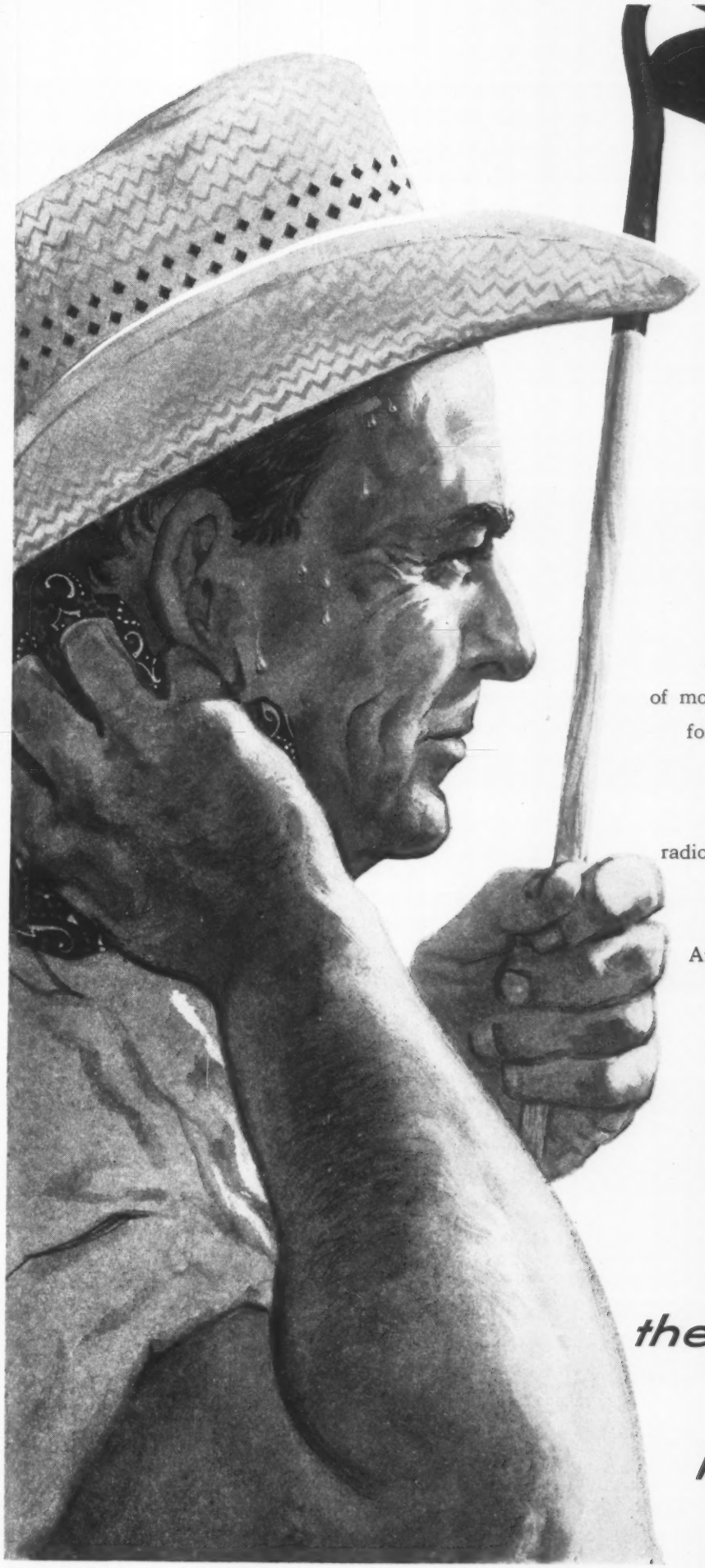
WFGA-TV can supply the line-up to capture sales in this rich $1½ billion market.

Ever popular Thomas Mitchell stars as O. Henry on the "O. Henry Playhouse" weekdays from 1:00 to 1:30 PM and the top rated comedy series "Susie" starring Ann Sothern follows from 1:30 to 2:00 PM. Both shows offer the *lowest cost per thousand weekday availabilities* in the 64 county North Florida-South Georgia market.

So don't handcuff your sales for lack of rewarding one minute availabilities. Just call Ralph Nimmons in Jacksonville at ELgin 6-3381 or send out an A.P.B. (Availabilities Purchasing Blank) to your nearest P.G.W. representative.

Represented by Peters, Griffin, Woodward, Inc. NBC-ABC

WFGA-TV Channel 12
Jacksonville, Florida
FLORIDA'S COLORFUL STATION



hardly a prospect for dry skin protection

— but farmer Richards does buy a lot of motor oil for his tractors; a lot of flour for the wife's kitchen; and a good new car or truck ever so often.

That's why it pays to *pinpoint* your radio advertising! There are many buying groups with just as many different radio listening habits. And in the rich Dallas and North Texas market WFAA RADIO is just the vehicle for pinpoint advertising!

WFAA
820 • 570
50,000 WATTS 5000 WATTS
DALLAS
NBC • ABC

the stations with "variety programming"

Radio service of The Dallas Morning News
Edward Petry & Co., National Representatives.

Look who's advertising on TV now!

Local businessmen—most of whom never could afford spot commercials until the advent of Ampex Videotape* Recording. For Videotape cuts production costs to ribbons—brings "live local" spots within the reach of almost everyone.

Scheduling to reach selected audiences is much easier too. Commercials can be pre-recorded at the convenience of both station and advertiser, then run in any availability, anytime.

Opening new retail markets and expanding income potentials for stations are just two of many benefits of Videotape Recording. Write today for the complete story. Learn too how easy it is to acquire a VR-1000 through Ampex purchase or leasing plans.

CONVERTS TO COLOR ANYTIME • LIVE QUALITY • IMMEDIATE PLAYBACK • PRACTICAL EDITING • TAPES INTERCHANGEABLE • TAPES ERASABLE, REUSABLE • LOWEST OVERALL COST

850 CHARTER STREET, REDWOOD CITY, CALIFORNIA
Offices in Principal Cities

AMPEX
CORPORATION
professional products division

*TM AMPEX CORP.

TRY, TRY AGAIN

The WQXR Network would be the first full-time intra-state commercial fm operation of its kind. Its only rival is the recently-organized Concert Network on WBCN (FM) Boston, WHCN (FM) Hartford, WNCN (FM) New York and WXCN (FM) Providence owned and operated by General Broadcasting Corp., Boston. The latter is not a full-time operation in that save for 24-hour WNCN New York, the other three stations maintain an 11 a.m.-1 a.m. schedule. The first move in fm networking came in 1947 with an east coast fm network—Continental Network—which went out of existence several years later. The upstate New York Rural Radio Network is semi-commercial in that this grouping of Grange-owned fm stations carries local advertisements surrounding news, weather and crop reports. It does not take national advertisers. The most recent step towards setting up a national fm operation on a full commercial basis was taken last December when Mutual Broadcasting System announced plans to establish a chain of fm owned-and-operated fm stations [NETWORKS, Dec. 30, 1957]. Following the resignation in January of MBS President Paul Roberts, the plan was shelved.

11 affiliates); Norman S. McGee, WQXR sales vice president; Walter Neiman, executive assistant to Mr. Sanger and Mr. Sondheim.

ABC-TV Installs Equipment To Speed Clearance Service

New people and new equipment are being put into service in ABC-TV's station clearance department to improve service for the network's affiliates and clients, Donald S. Shaw Jr., director of tv station clearance, announced last week. He said the ABC-TV cooperative programs department, headed by Theodore Grant, will be moved from program department supervision and made a part of the station clearance unit, and that John Sullivan of station clearance has been named account representative for commercial shows, responsible for clearing all Monday-Friday daytime programs up to 5 p.m.

In addition an IBM Cardatype unit has been installed to speed the flow of clearance data to other ABC-TV departments. This will be under the supervision of Harold Geary, supervisor of radio and tv station compensation, assisted by Stuart Ullman, billing control clerk. Mr. Shaw said the changes "will enable affiliates to look to one department of the network for all programming information" and should bring "increased efficiency for both clients and stations."

HERBUVEAUX YODER WELPOTT

THREE EXECUTIVES IN NBC SHUFFLE

- **Herbuveaux to division v.p.**
- **Yoder and Welpott move up**

Jules Herbuveaux, vice president and general manager of NBC's WNBQ (TV) and WMAQ Chicago, has been promoted to the new post of vice president for the NBC central division, President Robert E. Kintner announced last week.

Lloyd Yoder, vice president and general manager of NBC-owned WRCV-AM-TV Philadelphia, will succeed Mr. Herbuveaux as vice president and general manager of the Chicago stations, while Raymond W. Welpott will succeed Mr. Yoder as general manager in Philadelphia, according to P. A. Sugg, vice president in charge of NBC-owned stations and NBC Spot Sales.

Mr. Herbuveaux will be in charge of NBC corporate-level activities in the Chicago area. He will report to J. M. Clifford, NBC executive vice president for administration.

"Mr. Herbuveaux' career of more than 30 years in broadcasting spans the origination, development and growth of networking in both radio and television," Mr. Kintner asserted. "As a result of his promotion, NBC will be able to utilize his unique experience and talents in a much broader area in matters affecting the company as a whole in the central division."

Mr. Herbuveaux and Mr. Yoder both joined NBC in 1927 and rose through the ranks to become general managers of their respective stations.

Mr. Yoder's assignment to Chicago is effective Sept. 8 and Mr. Welpott's to Philadelphia Aug. 15. They will continue to report to Mr. Sugg.

Mr. Welpott joined NBC in June as a general executive in the owned stations and spot sales division after more than 20 years in broadcasting, first with WRGB (TV) Schenectady and then with WKY-AM-TV Oklahoma City (with which Mr. Sugg also was formerly identified).

ABC Radio July Sales Hit Five-Year High for July

ABC Radio sales in July topped any previous high for that month in the past five years, John M. White, director of network sales, reported last week. It was understood business in July represented $1.5 million in billing.

Mr. White disclosed eight new advertisers signing in the past two weeks, two renewals and extension of an advertiser's contract. Together with previously-announced advertisers, the total for the month hit 13.

Six new advertisers signed for segments

We taped the weekend shows

Mr. Ken James, Program Director
KENS-TV, San Antonio

"We Videotaped* the weekend shows on our 'Summer Food Festival,' featuring Connie Cook. Cut down operating costs—featured 'live' guests who would not have been available without Videotape!"

AMPEX
CORPORATION
850 CHARTER STREET, REDWOOD CITY, CALIFORNIA
professional products division

*TM Ampex Corporation

in Don McNeill's *Breakfast Club* (Mon.-Fri., 9-10 a.m.) including Angostura-Wupperman Corp. (aromatic bitters), through Foote, Cone & Belding; Magla Products Inc. (ironing board covers), through Edward Lieb Adv.; Mentholatum Co. (Mentholatum), via J. Walter Thompson; C. H. Musselman Co. (food products), through Arndt, Preston, Chapin, Lamb & Keen; Puritron Corp. (air freshener), via Maxwell Sackheim & Co., and J. A. Wright & Co. (Wright's Silver Cream), via Charles W. Hoyt Co. Two signings for news broadcasts (*John Daly and The News* Mon.-Fri. strip): Cadillac Motor Div. of General Motors, through MacManus, John & Adams, and Beltone Hearing Aid Co., via Olian & Bronner. GMC Truck & Coach Div. of GM is extending its sports sponsorship on the network to newscasts (agency is Kudner). Renewals came in from Voice of Prophecy Inc., via Milton Carlson Co., for its program of the same name, and Dr. Thomas Wyatt for *Wings of Healing* through Century Adv. Agency.

Idaho-Montana Group Form Six Station Tv Network

A six-station tv network, formed to bring programs of the national tv networks to residents of Idaho and Montana, will begin operating about September 1, according to Gordon Glasmann, general manager of KLIX-TV Twin Falls, Idaho. Other members of the new network, to be known as the Skyline Network, will be: KID-TV Idaho Falls, Idaho, and Montana stations KXLF-TV Butte, KXLJ-TV Helena, KFBB-TV Great Falls and KOOK-TV Billings.

Three Salt Lake City stations: KSL-TV for CBS, KTVT (TV) for NBC and KUTV (TV) for ABC, will feed programs to the Skyline Network via microwave relays which are already operating between Idaho Falls and Billings and between Butte and Helena and which are being installed between Salt Lake City and Twin Falls, Butte and Idaho Falls, and Helena and Great Falls.

Ed Craney, president of KXLF-TV; Arthur Schweider, president of KID-TV, and C. N. Layne, general manager of KID-TV, are organizers of the Skyline Network with Mr. Glasmann. A. L. Glasmann of Ogden, Utah, and George C. Hatch of Salt Lake City are also active in the new organization. A second corporation, Skyline Advertisers Sales, has been formed to handle national sales for the network. Mr. Layne is now on a sales trip to New York.

MOMMY'S HELPERS

MBS's "answer man," Bruce Chapman, has announced that a survey made by his organization in 16 cities indicated that advertising agencies should revise their slants in their broadcast commercials and printed ads for soaps and detergents. It was revealed that men and children as a group washed 28% of America's dishes and dried 39%. Mr. Chapman recommends: "Pitch dish-pan hands to men and children too."

MGA-AMPP Make History With Contractual Meet

Last Wednesday (Aug. 6), when representatives of the Assn. of Motion Picture Producers and the Musicians Guild of America began to negotiate a contract for musicians employed by the major studios, it marked the first time in more than 50 years that musicians have been represented in any major bargaining matter by any organization other than the American Federation of Labor.

Allied Artists, Columbia, Walt Disney, Metro-Goldwyn-Mayer, Paramount, 20th Century-Fox, Universal and Warner Bros. are the studios involved in these negotiations. The meetings begun Wednesday will continue on a daily basis until either a contract has been concluded or the negotiators agree that they cannot come to any conclusion.

Meanwhile, the National Labor Relations Board hearing on MGA's petition for an election of a bargaining agent among musicians employed by independent motion producers is scheduled to resume tomorrow (Aug. 12) [PERSONNEL RELATIONS, July 28] both AFM and MGA consented to the election among musicians employed at the major studios [AT DEADLINE, July 14, June 16], but AFM is now opposing the MGA petition for a similar election in the independent picture production field. MGA has announced plans to petition for bargaining agent rights for musicians employed in network radio and tv and in recordings before the termination of their current AFM contracts early next year.

Proposal of new contract terms submitted to the motion picture companies by MGA differ in two important respects from the traditional AFM pattern. The guild plan eliminates demands for payments into the Musicians Performance Trust Fund which for the past decade have been required by AFM. It also does away with "outmoded feather-bedding procedures," according to MGA chairman Cecil F. Read. In a letter to Charles Boren, AMPP vice president in charge of labor relations, in advance of the start of negotiations, Mr. Read said that along with the elimination of Trust Fund payments and feather-bedding, MGA also was "offering incentives to producers to eliminate practices of foreign recording and the use of library track and/or canned music in motion picture production and making live music available at a cost and under working conditions which producers will find both financially and artistically desirable."

Musicians will benefit from the MGA type of contract through increased employment and increased wages or "direct health, welfare and pension benefits, rather than the diversion of a substantial portion of their earnings to a trust fund not to their own use and benefit," Mr. Read declared. The public, he said, also will benefit through higher standards of music for theatrical and especially tv films.

Membership of Hollywood Local 47 of AFM have added phonograph recording to the quota system for working musicians, voting 303 to 146 to establish four 3-hour recording sessions a week as a quota. Musicians employed in other fields under quota who have reached their quota may work two 3-hour record sessions a week; those not reaching their quota in other fields may work three 3-hour record sessions and a musician working exclusively in recording may work up to six 3-hour sessions a week.

Some members of the local have protested the extension of the quota system to recordings, stating that instead of dividing this work among more members of Local 47 the action will reduce the amount of recording work available in Hollywood.

AFM Plans 13-Country Pact On Uses of Foreign Music

Audio tape recording processes which enable "smart promoters" to circumvent U. S. labor laws regulating the use of foreign labor have "forced" the American Federation of Musicians in both the U. S. and Canada to seek means of "mutual protection" abroad, it was reported last week in New York.

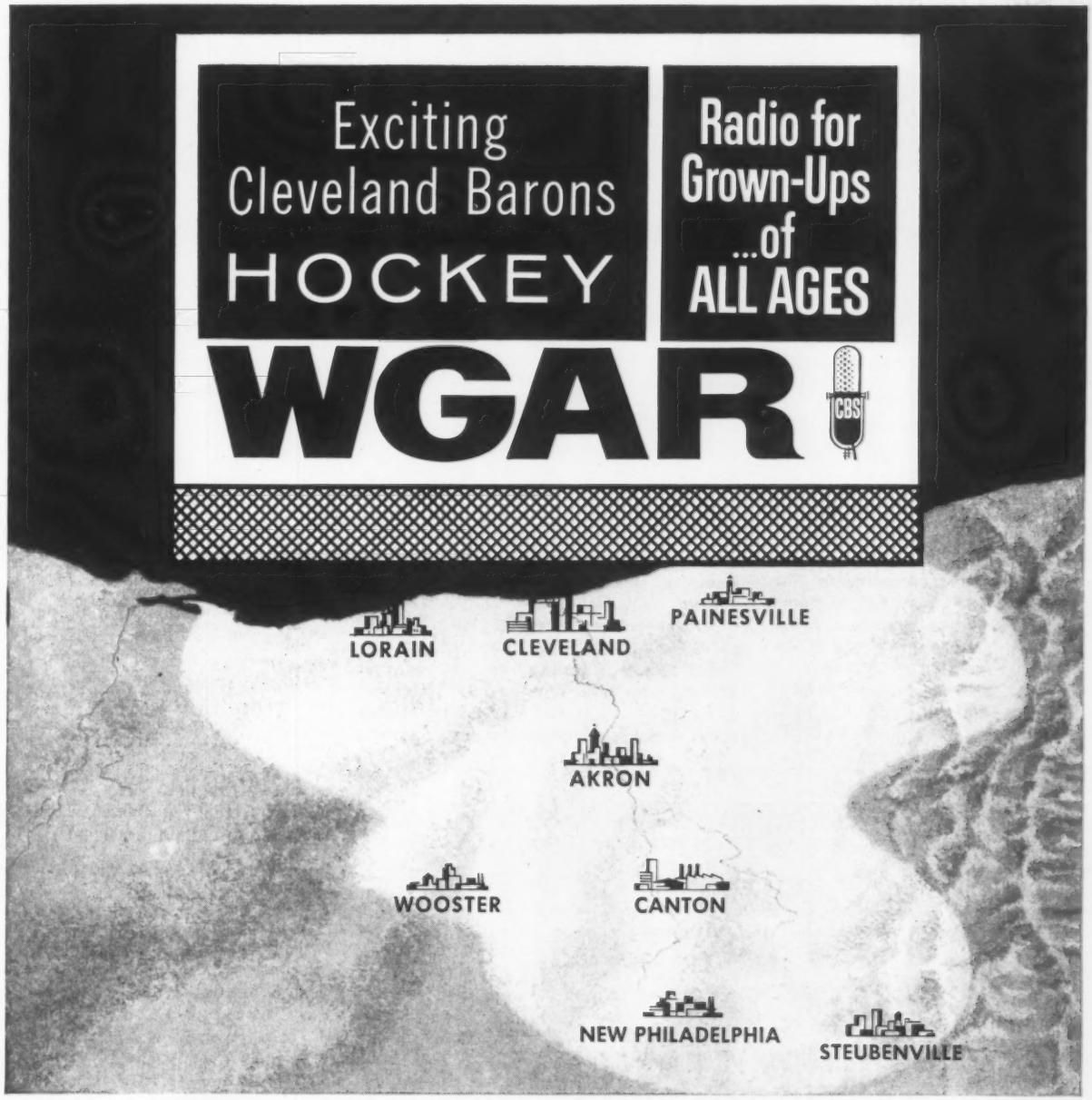
At a Thursday (Aug. 7) news conference, AFM President Herman D. Kenin said the union would meet in Zurich Aug. 15-16 with union musicians of Great Britain, Sweden, Denmark, Finland, Iceland, Belgium, Italy, Austria, France, Switzerland, West Germany, Mexico and Argentina.

The purpose of the sessions is to draw up a six-point pact that will, in part: insure intercontinental cooperation in event of a strike or lockout involving any of the signatories; prevent the use of musicians in making "general purpose" recordings (for example, tapes designed for use in dubbing or background music); forbid the hiring of union personnel for recording sessions unless specifically designated that sessions were for "specific purposes," that is, consumer discs; outlaw the use of musicians to record a tv film series or motion picture soundtrack in cases where the major portion of such a feature was filmed outside of the country or countries in which the music scoring takes place.

Mr. Kenin said "an emergency" exists. The law, he maintained, "has failed to keep up with the swift development of electronics." Musicians everywhere, Mr. Kenin went on, "have come to realize that unlike the plumber, the carpenter or other craftsmen, they can be separated from their profession, often surreptitiously and too often permanently, by the unbridled use of mechanicals."

NBC Publicists Pick Wage Plan

Publicists at NBC Hollywood, members of NABET, voted 8 to 6 to take a straight wage increase without overtime in place of a smaller increase (by about $75 a month) with overtime. In the top salary bracket, for publicists who have been with NBC four years or more, monthly wage rises from the present $687.50 to $810.31 now and to $830.94 in August 1959. Under the alternative plan, publicists would have received a 7½% boost, with overtime at time and a half continuing as before.



We offer you a large share of the Northeastern Ohio buying audience

You reach Northeastern Ohio's real buying audience through WGAR. Because WGAR surrounds your commercials with radio for grown-ups . . . of all ages.

For instance, this coming winter, WGAR will present exciting professional hockey featuring the popular Cleveland Barons. Each action-packed play will be reported by Ohio's most colorful sportscaster, Bill McColgan, for the Barons' thousands of radio fans.

WGAR maintains this policy in all its programming . . . good music . . . variety shows . . . sports . . . accurate news coverage . . . drama—featuring performers from top CBS talent.

So reach your real buying audience through WGAR.

Radio for grown-ups . . . of all ages

WGAR

CLEVELAND OHIO*

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WRFD-Worthington, O. · WTTM-Trenton, N. J.
WMMN-Fairmont, W. Va. · WNAX-Yankton, S. D.
KVTV-Sioux City, Ia.

*Represented by the Henry I. Christal Company

June Set Output Up, But Below 1957

Production and sales of radio and tv receivers during June were above the May levels but below the 1957 trends, according to Electronic Industries Assn.

Half-year radio production in 1958 totaled 4,961,293 sets compared to 7,187,294 in the first six months of 1957. Auto sets fell from 2,834,676 units in the first half of 1957 to 1,464,519 in the same 1958 period. Retail sales of radios totaled 2,964,338 sets in the first half of 1958 compared to 3,638,969 a year ago. Most auto radios are sold direct to auto factories. June radio sales totaled 656,728, highest monthly figure for 1958 but below the 729,421 June figure a year ago. May radio sales totaled 411,659 sets.

Tv output by factories totaled 2,167,930 in the first half of 1958 compared to 2,722,139 in the same 1957 period. June tv production totaled 377,090 compared to 543,778 in June 1957. Production of tv sets with uhf tuners totaled 209,726 units in the first six months of this year compared to 254,849 in the same 1957 period. Uhf output amounted to 36,811 sets in June, a decline from the 72,766 uhf sets turned out in June 1957.

Radio and tv set production by factories during June and the first six months of 1958 follows:

	Television	Auto Radio	Total Radio
Jan.	433,983	349,679	1,026,527
Feb.	370,413	268,445	876,891
Mar.	416,903	234,911	931,341
April	302,559	190,435	697,307
May	266,982	185,616	654,803
June	377,090	235,433	774,424
TOTAL	2,167,930	1,464,519	4,961,293

Radio and tv sales by retail stores in June and the first six months of 1958 follow:

	Television Sales	Radio Sales
Jan.	581,486	534,640
Feb.	448,727	420,065
Mar.	416,756	538,963
April	243,132	402,283
May	237,189	411,659
June	250,362	656,728
TOTAL	2,177,652	2,964,338

Allen DuMont Jr. Leaves Post At Recently Sold Radio-Tv Div.

Allen B. DuMont Jr., manager of the tv receiver division of Allen B. DuMont Labs for the past two years, last week announced his resignation as a vice president of DuMont Television & Radio Corp. The latter firm was set up July 1 following sale by Allen B. DuMont Labs of its tv and high fidelity phonograph business to Emerson Radio & Phonograph Corp. [MANUFACTURING, July 7].

Mr. DuMont, son of Dr. Allen B. DuMont, founder and board chairman of the Clifton, N. J., laboratories, said personal problems prohibited him from continuing to direct the marketing of DuMont tv receivers and hi-fi equipment but he would be available to Benjamin Abrams, president of both Emerson and of DuMont Television & Radio, as a sales consultant.

Meantime, management of the laboratories has circulated a memorandum to employes emphasizing that the sale to Emerson was to provide DuMont Labs with cash necessary to concentrate on industrial and military product lines.

Second Quarter Sales Improve For 3M Over First Three Months

Minnesota Mining & Manufacturing Co., St. Paul, recorded "substantially improved" sales for the second quarter over the first three months this year and a six-month record of $176,261,592, compared with $181,578,367 in 1957. It also showed earnings of $17,646,665 as against $19,692,980 for the first half of last year in its latest financial report released Tuesday (Aug. 5). Second-quarter sales of $91,054,230, though slightly below these for the same period last year, exceeded the $85,207,362 recorded for the first three months in 1958. Similarly, earnings reached $9,747,291 for the quarter, surpassing the $7,899,374 for the previous three-month period.

Herbert P. Buetow, 3M president, credited improved earnings to increased volume and "continued progress in improving many phases of our operations." Part of the strong showing in the second quarter was due to increased sale from industrial and magnetic tapes and other products, he commented. Among new products introduced in the second quarter, he noted, were three new "Scotch" brand magnetic recording tapes for instrumentation applications.

New Pocket Equipment Introduced by Motorola

Pocket radio receiver and transmitter units and a new mobile radiophone were unveiled last week by Motorola Communications & Electronics (subsidiary of Motorola Inc.), Chicago electronics manufacturer.

The "Handie-Talkie" pocket receiver, weighing 10½-12 ounces, utilizes 17 transistors and can be carried in a shirt or coat pocket or on a person's belt. Measuring 6 inches long, 2½ inches wide and 1⅛ inches deep, it is designed for use by military, construction, police, fire, refining and other personnel. Another model of the unit has a selection feature to pick up messages intended only for the user, even though they are fed on the same frequency. The portable transmitter weighs 46 ounces and also can be carried on the belt.

Motorola's mobile radiophone (called the Motrac) uses less than two amperes of electricity while on "standby" and can be installed behind the dashboard or in the trunk of a car. Incorporating more than 20 transistors, the unit provides completely transistorized receiver and power supply. Motrac weighs 25 pounds and measures 3 x 11 x 17 inches.

Western Union Buys Into Gray

Western Union Telegraph Co., New York, last week (Aug. 6) announced it will acquire a one-sixth stock interest in Gray Mfg. Co., Hartford, Conn., manufacturer of electronics equipment including tv op-

In the Syracuse Market

WSYR's COVERAGE EQUALS THAT OF NEXT TWO STATIONS*

The amazing coverage superiority of WSYR is illustrated by these facts:

- It reaches 80% more homes than the No. 2 station in Syracuse.
- Its weekly circulation is as great as that of stations 2 and 3 combined!

That's probably because WSYR attracts the *adult, able-to-buy* audience by high quality programming in all major areas of entertainment and public service.

NBC in Central New York

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tical projectors, transcription turntables, tone arms and high-fidelity components. The move, whereby WU will exchange 20,000 shares for 60,000 shares of Gray, was explained jointly by WU President Walter P. Marshall and Gray President John W. Wibel. They described WU's interest in Gray as the latest step in a program of "selective diversification" in electronics and allied fields.

Zenith-Developed Radio Tube May be Adapted to Tv Receivers

A wide-band, low-noise, high-gain amplifier radio tube with possible application to vhf-uhf television was unveiled Wednesday (Aug. 6) by Zenith Radio Corp.

Immediate purpose of the device, Dr. Alexander Ellett, Zenith research vice president, said, is to extend the effective range of military defense radar and intercontinental missiles, plus earth satellite tracking systems. The Zenith unit and its auxiliary components, like most radio tubes, form a "small package," he added, and can be used in connection with existing uhf and microwave receivers. If adapted to vhf-uhf television, he claimed, it would produce "substantial improvements in areas where reception is marginal. Zenith plans commercial production "as rapidly as possible" and has applied for patent protection.

The tube is four inches long and is completely unilateral and unconditionally stable, Dr. Ellett said. It utilizes a principle developed by Dr. Robert Adler, Zenith associate research director, and the company's research physicists, in cooperation with Dr. Glen Wade, Standford U. A certain mode of motion on an electron beam (or so-called fast wave) permits interchange of input signal and beam noise in a coupler, it was explained. The fast wave, not usuable in conventional amplifiers where all external power is supplied by direct current, is amplified with the help of externally applied alternating fields. The device can boost a signal without adding significant noise, according to Dr. Ellett.

MANUFACTURING SHORTS

Ampex Corp., Redwood City, Calif., announces shipment of videotape recorders (VR-1000) which reproduce magnetically television sight as well as sound to KLZ-TV Denver and WTIC-TV Hartford, Conn.

International Film Bureau Inc., Chicago, introduces "Foster Rewind," machine designed to increase film inspection speed. It is allegedly only machine that winds to right and left under motor power. Electric powered table unit winds 16, 35 and 8 mm film of reel, core or flange as needed. Operators have both hands free to inspect film while machine is in operation as both direction and speed of film travel are governed by foot pedal pressure.

Litton Industries Inc., Beverley Hills, Calif., has announced completion of exchange of 100% of outstanding stock of Airtron Inc., Linden, N.J., for undisclosed amount of Litton common stock. Airtron (electronics parts) will take over portion of Litton's Components Div. plant in L.A. as west coast manufacturing facility and sales headquarters. Airtron president **David Ingalls,** named Litton v.p., will continue as president and chief executive officer of Airtron as it becomes operating division of Litton with headquarters in Linden.

Television-Electronics Fund Inc., Chicago, has declared dividend of 8 cents per share from investment income payable Aug. 30, 1958, to shareholders of record Aug. 4, 1958.

Sylvania announces addition to its distributor line of variety of PNP large signal audio power transistors, designed for use in auto radios. Each uses hermetic-sealed, welded, diamond-shaped JETEC TO3 package. Also announced were two seven-pin miniature tubes, developed for operation as RF amplifiers in automobile receivers where plate grid voltages are supplied directly from automotive storage battery.

ORRadio Industries Inc., Opelika, Ala., announces record month in July with sales of Irish Recording Tape up 89% over July 1957. Announced also that 1957-58 fiscal sales showed 49% gain over 1956-57 figures which were, in turn, 63% above previous year.

TRADE ASSNS.

Canon 35 May Be Topic Before ABA Convention

The right of broadcasters to cover court trials will come before the American Bar Assn. again at its annual convention in Los Angeles late this month.

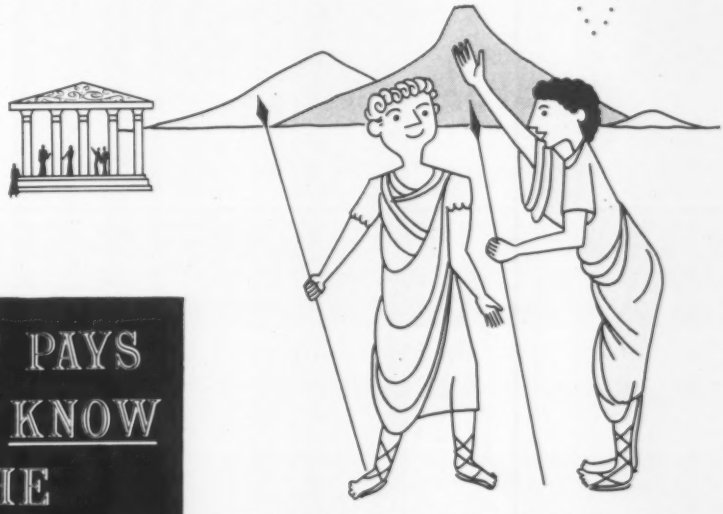
A move to retain ABA's anti-broadcast and anti-photo rule—Canon 35—will be made when the association's governing body, the House of Delegates, holds a four-day session starting Aug. 25. The house will meet in the Pacific Ballroom of the Statler Hotel.

Canon 35 was debated at the winter session of the house, held Feb. 24-25 at Atlanta, with media representatives appearing on the floor for the first time in history [TRADE ASSOCIATIONS, March 3]. At that time Robert D. Swezey, WDSU-AM-TV New Orleans, spoke for broadcast media. He is an ABA member and chairman of the NAB Freedom of Information Committee.

Mr. Swezey will attend the ABA Los Angeles meeting but there is no indication on the house agenda that the subject will be debated again. The matter came before the Atlanta meeting when a report was submitted by a special committee of the American Bar Foundation, which recommended minor changes in Canon 35 that did not remove the ban against broadcast or photographic reporting of court trials.

A letter from Mr. Swezey has been sent all house members in advance of the Los Angeles meeting. The letter includes a copy

"Nonsense! It's been dead for years!"



IT PAYS TO KNOW THE ANSWERS

Many a slumbering situation can blow up like Vesuvius, burying the unwary who never knew what was coming. Things like this happen in the high-speed business of TV and radio advertising. That's why its decision-makers count on BROADCASTING as their surest seismograph to signal developments and give them the fullest, most accurate coverage of everything new. Their working partner can be *yours*—and for the get-acquainted pittance of $3.50 to bring BROADCASTING every week for 26 weeks. Send name and address; we'll bill later.

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of the NAB Code of Conduct governing broadcast reporting of public proceedings.

Richard P. Tinkham of Hammond, Ind., acting chairman, is expected to submit a report for the ABA's Bar-Media Conference Committee. The former chairman of the committee, Judge Walter M. Bastian, of the U. S. Court of Appeals, District of Columbia, has resigned. The other member of the bar-media committee is Judge Shackelford Miller Jr. of Louisville.

At Atlanta this committee recommended that ABA commission an impartial agency to investigate the effect of courtroom broadcasting and photography on conduct of trials and possible influence on public opinion which in turn might affect trial participants, judges, lawyers, witnesses and juries.

The proposal for a research project failed to develop any enthusiasm at Atlanta.

National Press Photographers Assn. will operate a demonstration suite at the ABA Los Angeles meeting. Joseph Costa, New York, chairman of the NPPA board, and Robert McCandless, of Urbana, Ill., head of the group's Freedom of Information Committee, will direct the demonstration. Modern camera equipment and techniques will be demonstrated, and delegates' photographs will be taken for their personal use and for transmittal to hometown newspapers.

A poll of sentiment on Canon 35 is planned by the American College of Trial Lawyers, an independent group. The poll will be mailed to its 900 members, asking if the ABA House of Delegates should adopt the proposed revision of Canon 35. Results are to be given the ABA house at Los Angeles for its guidance.

Chairman of the ABA's special canon-revision committee, which offered the plan to make minor changes in the wording of Canon 35, is Judge Philbrick McCoy, of Los Angeles.

Republican, Democratic Chmn. To Speak at RTNDA Convention

The annual convention of Radio Television News Directors Assn. in Chicago this fall will be spiced with political palaver, judging by speaking commitments confirmed last week. Meade Alcorn and Paul Butler, chairmen of the Republican and Democratic national committees, respectively, have accepted an RTNDA invitation to speak Oct. 16, it is being announced today (Aug. 11) by William Small, WHAS-AM-FM-TV Louisville and programs vice president for the association.

The RTNDA conclave, first of its kind ever to be held prior to national (Congressional) elections, will be held at Chicago's Sheraton-Blackstone Hotel Oct. 16-19. Besides the Butler and Alcorn talks, an "election coverage workshop" session has been scheduled for Saturday morning (Oct. 18), with Tom Eaton, WTIC Hartford, as moderator. Julian Goodman, NBC Washington (D. C.) stations, will preside over the Butler-Alcorn political debate.

In accepting the invitation, Mr. Butler lauded RTNDA for its "great service to your nation" and its "fair and objective handling of the news." Other speakers and their topics will be announced in the weeks ahead as the agenda is firmed up. Meanwhile, radio-tv stations are being urged to submit their entries for the RTNDA's annual awards competition [AWARDS, Aug. 4].

Michigan Group Opens New Office, Names Coleman as Assn. Secretary

The Michigan Assn. of Radio-Television Broadcasters has opened offices in East Lansing and appointed Robert J. Coleman executive secretary with responsibility for devising "an effective program of service."

The appointment of Mr. Coleman, recently retired after 24 years as director of WKAR-AM-FM East Lansing, was announced last week by Martin Giaimo, general manager of WJEF Grand Rapids and MARTB president. He said the service program from the new state office is expected to benefit "the listening public as well as the industry." The headquarters office, he added, will enable broadcasters to coordinate their activities better.

Arkansans to Discuss Promotion

Broadcasters will discuss ways of "selling radio with radio" at a meeting of the Arkansas Broadcasters Assn., to be held Aug. 22-23, at Hotel Marion, Little Rock. Don Thompson, KAMO Rogers, Ark., will preside at the discussion. June S. Spann, ABA executive secretary, said the opening day will include meetings of Arkansas Associated Press Assn., Arkansas United Press Assn. and Daytime Broadcasters Assn. The ABA board will meet the evening of Aug. 22.

Bartell, Taishoff Set to Speak At Michigan Broadcasters' Meet

Gerald A. Bartell, head of the Bartell Family Radio Group, and Sol Taishoff, editor-publisher of BROADCASTING, will be among key speakers at the annual fall convention of the Michigan Assn. of Radio & Television Broadcasters next month.

Future prospects for radio and television and the general business picture in Michigan will be discussed in panel sessions at Hidden Valley in Gaylord, Mich., on Sept. 11-13, according to R. J. Coleman, MARTB executive secretary. John C. Pomeroy, WILS Lansing, is program chairman.

Registration will start on the evening of Sept. 10 (Wednesday) and continue through Thursday morning. Convention features include a golf tournament on Saturday and special entertainment for MARTB members' wives. Broadcasters' reservations at Hidden Valley, home of the Otsego Ski Club, are being accepted by K. D. Fisher, club manager, Box A, at Gaylord, Mich.

National Committeemen Named For American Women in Radio-Tv

American Women in Radio & Television's national committee chairmen for 1959 were announced last week by Nena Badenoch, AWRT president and radio-tv director of the National Society for Crippled Children & Adults Inc., Chicago. Appointed:

Thea Zavin, assistant vice president, BMI New York, constitution and by-laws; Dorothy Reynolds, assistant sales-service manager, CBS-TV Chicago, eligibility; Lucy Towle, awards-special projects manager, NBC, New York, information services; Ethel Jane King, women's program director-broadcaster, KAKE-TV Wichita, membership; Muriel Fox, radio-tv vice president, Carol Byoir & Assoc., New York, publications.

Also appointed: Isobel Hellender, script writer, KCBS-TV San Francisco, west coast public relations; Dene Ratermann, information services officer-radio-tv editor, National 4-H Club committee, Chicago, chapter

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according to Television Age Magazine
RETAIL SALES are above the national average. Rock Island, Moline, East Moline are rated as "preferred cities" by Sales Management magazine for the first 6 months of 1958. You too, can expect above-average sales if you BUY WHBF-TV NOW!
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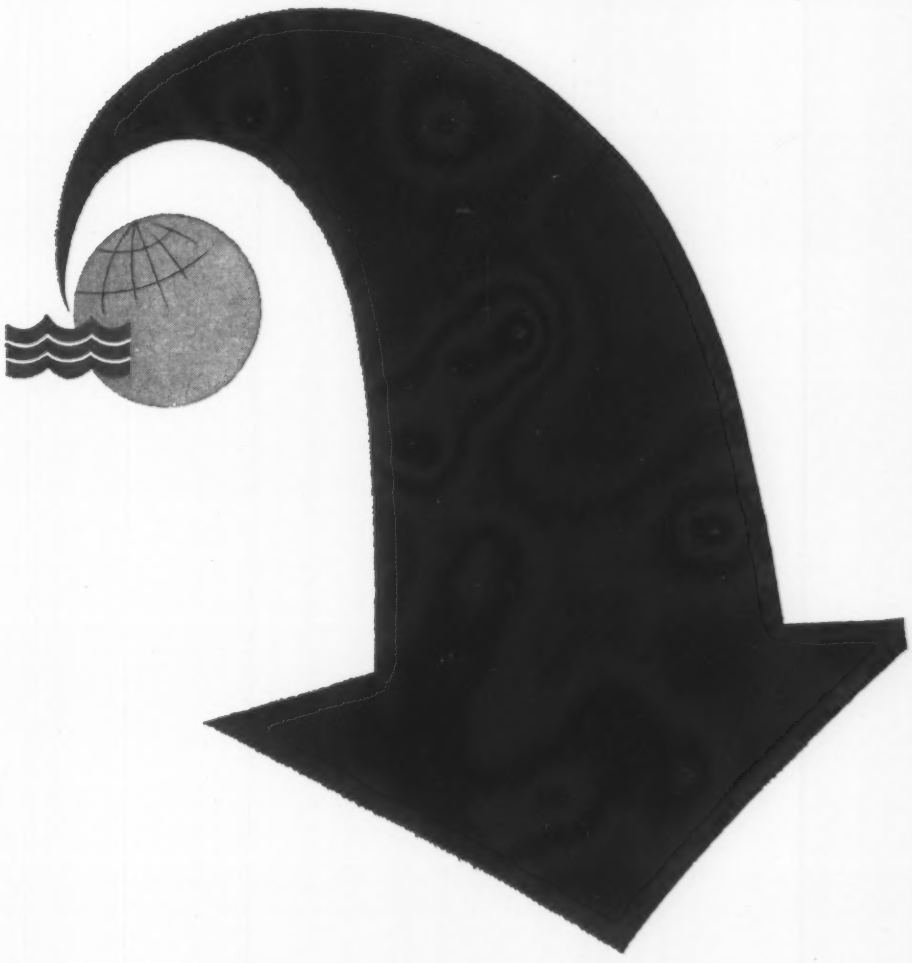
Woodside 77,
New York City



LIVE TV—FROM OVER THE SEA—IS HERE

Yes—here today! Live TV is being "beamed" far over the horizon between Florida and Cuba—a clean, sharp picture with clear, faithful sound—television at its best, and at unheard-of *long range.*

This Miami-Havana link—using radio equipment designed by ITT—is regarded as the outstanding radio achievement of the year. It is a miraculous new method of communication—transmitting not only the TV "signal" but hundreds of telephone conversations at once. It means that worldwide live TV is fast on the way.

A revolutionary new system

Some day you'll be tuning in London—or Tokyo—or Rome—or Rio. Not on film, not on tape—but *live.* It's all possible now—thanks to a revolutionary new transmission system called "broadband" over-the-horizon microwave, developed by ITT engineers.

It recalls another important "first" for ITT in microwave radio. 27 years ago, ITT engineers beamed the *first* microwave signal across the English Channel—by line of sight—and ushered in a new age in communications. But broadband over-the-horizon microwave is something different—something new. A powerful signal is beamed far into outer space. Some of it is reflected by the troposphere. This part bounces back to earth, and is gathered in by huge, sensitive antennas.

One of many ITT contributions

Thus ITT makes another far-reaching contribution to television. There are many more. High-gain antenna systems to increase coverage. Special coaxial lead-in cable. Studio-to-transmitter and inter-city links. And, at the heart of all modern television lies a group of important basic inventions by outstanding members of the ITT technical staff here and abroad. Of importance in every phase of television, these inventions benefit the whole industry.

Watch your TV screen . . . for over-the-sea entertainment . . . news . . . history . . . *live.*

ITT

. . . the largest American-owned world-wide electronic and telecommunication enterprise, with 80 research and manufacturing units, 14 operating companies and 128,000 employees.

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION 67 Broad Street, New York 4, N. Y.

FARNSWORTH ELECTRONICS COMPANY • FEDERAL ELECTRIC CORPORATION • FEDERAL TELEPHONE AND RADIO COMPANY • ITT COMPONENTS DIVISION
ITT INDUSTRIAL PRODUCTS DIVISION • ITT LABORATORIES • INTELEX SYSTEMS, INC. • INTERNATIONAL STANDARD ELECTRIC CORPORATION
KELLOGG SWITCHBOARD AND SUPPLY COMPANY • ROYAL ELECTRIC CORPORATION • AMERICAN CABLE & RADIO CORPORATION • LABORATORIES
AND MANUFACTURING PLANTS IN 20 FREE-WORLD COUNTRIES

FREE PRESS pioneer John Peter Zenger was honored Aug. 1 by Sigma Delta Chi, national professional journalistic fraternity, when it placed a sidewalk plaque at the corner of Wall and Nassau Sts., New York. Pictured (l to r) at the noonday ceremony: Hulan Jack, Manhattan Borough president; Prof. Richard B. Morris, Columbia U.; Howard L. Kany, president of the Deadline Club (New York City professional chapter of SDX), and Oliver Gramling, assistant general manager, AP. The site formerly was occupied by New York's City Hall, where in 1735 Mr. Zenger was imprisoned and tried for publishing "seditious libels" against British rule.

services; Ann Corrick, owner, Corrick Productions, Washington, industry information; Edythe Fern Melrose, producer-broadcaster, WXYZ-TV Detroit, policy and planning; Wilma Sim, homemaking program broadcaster, KSD-TV St. Louis, nominating; Dorothy Fuller, women's program director-broadcaster, WBET Brockton, Mass., scholarship, and Jo Moore, radio-tv director, Aylin Adv., Houston, elections.

NAB Tv Code Stations Give $65 Million in Free Promotion

Spot announcements donated to public service projects by stations subscribing to the NAB Television Code total 900,000 spots a year with a time value of $65 million, according to a survey conducted by the NAB Television Code Review Board.

The figures comprise only a small part of television's annual public service effort, according to Roger W. Clipp, Triangle Stations, chairman of the code board. "In addition to spot announcements," he said, "there is the vast contribution of public service programming which we do not attempt to measure."

Mr. Clipp said checks of 101 stations in 43 cities were made during February, March and April. More than 100 national service organizations and large numbers of local public service groups benefited from the free announcements. All three tv networks and 301 tv stations subscribe to the NAB code. The survey was conducted as part of NAB's regular tv monitoring service.

National Safety Council received the most announcements, 429 worth $50,240, followed by Internal Revenue Service, 351 worth $43,807; Heart Fund, 287 worth $35,511; American Red Cross, 262 worth $30,557; National Society for Crippled Children, 235 worth $22,113.

Engineers Meet to Discuss VTR's

A forum and panel discussion of black-and-white and color tv videotape systems will highlight the two-day annual symposium of the Professional Group on Broadcast Transmission Systems, Institute of Radio Engineers, Sept. 26-27 at the Hotel Willard in Washington, D. C.

Participating in the VTR panel will be Robert Byloff and Lawrence Weiland, NBC; K. B. Benson and Price E. Fish, CBS; Robert M. Morris, ABC; and James L. Middlebrooks, KING-TV Seattle, Wash. Ralph B. Harmon, Westinghouse Broadcasting Co., will be the moderator.

FCC Comr. T. A. M. Craven will be the guest speaker at the annual banquet; his talk will be on tv allocations. Other subjects to be covered at the meeting will include very-precise-carrier offset, vidicon performance, stereophonic broadcasting, weather radar and tv broadcasting, fm and multiplex operations and broadcast switching facilities.

NAB Names Hatch Tariffs Chmn.

George C. Hatch, KALL Salt Lake City, has been appointed chairman of the NAB Radio Transmission Tariffs Committee by President Harold E. Fellows. The committee reviews utility rates charged for transmission of broadcast material. Other members: Joseph M. Boland, WSBT South Bend, Ind.; H. S. Brown, Rural Radio Network, Ithica, N. Y.; Frederick A. Knorr, WKMH Dearborn, Mich.; Norman J. Ostby, Mutual-Pacific, Hollywood; Lawrence Gumbinner, CBS; Leslie Learned, MBS; Frank Marx, ABC, and Jack Hilton, NBC.

Montana Stations to Meet

Montana Radio Stations Inc. will meet Aug. 28-29 at Canyon Village, Yellowstone National Park, Wyo., with Jeff Kiichli, KGHL-AM-TV Billings, president of MRS, presiding. Fred Palmer, sales consultant, will hold a sales clinic the opening afternoon for station sales managers. Management delegates will hold a business session at the same time. A business meeting is scheduled the second day.

Documentary for Chicago ATAS

A special 30-minute telecast by WBBM-TV Chicago and dinner in the Sheraton Hotel Sept. 16 will climax an extensive membership drive launched by the Chicago chapter of the Academy of Television Arts & Sciences last week. The campaign goal is 340 members, or double the registration when the chapter was organized this past spring, as announced by Irv Kupcinet, *Chicago Sun-Times* columnist and local ATAS president. The half-hour documentary is being produced cooperatively by the four commercial tv outlets under the direction of a local ATAS committee.

TRADE ASSOCIATION SHORTS

Assn. of National Advertisers Inc., New York, has added 38 new members in last six months, bringing total membership to 631 companies.

Advertising Council reports fall educational campaign to promote support of United Nations is under way. **Gerald B. Meynell,** advertising manager of American Cyanamid Co.'s organic chemicals division, is coordinator with materials prepared by Ben Sackheim Inc., N.Y.

Radio Advertising Bureau, New York, has added three new stations and one station representative to RAB rosters, raising total stations to more than 850 and total representatives to 19. New members: H.&E. Balaban Corp.-owned stations—WIL St. Louis, WRIT Milwaukee and KBOX (formerly KGKO) Dallas. Representative is newly formed Robert Eastman & Co.

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

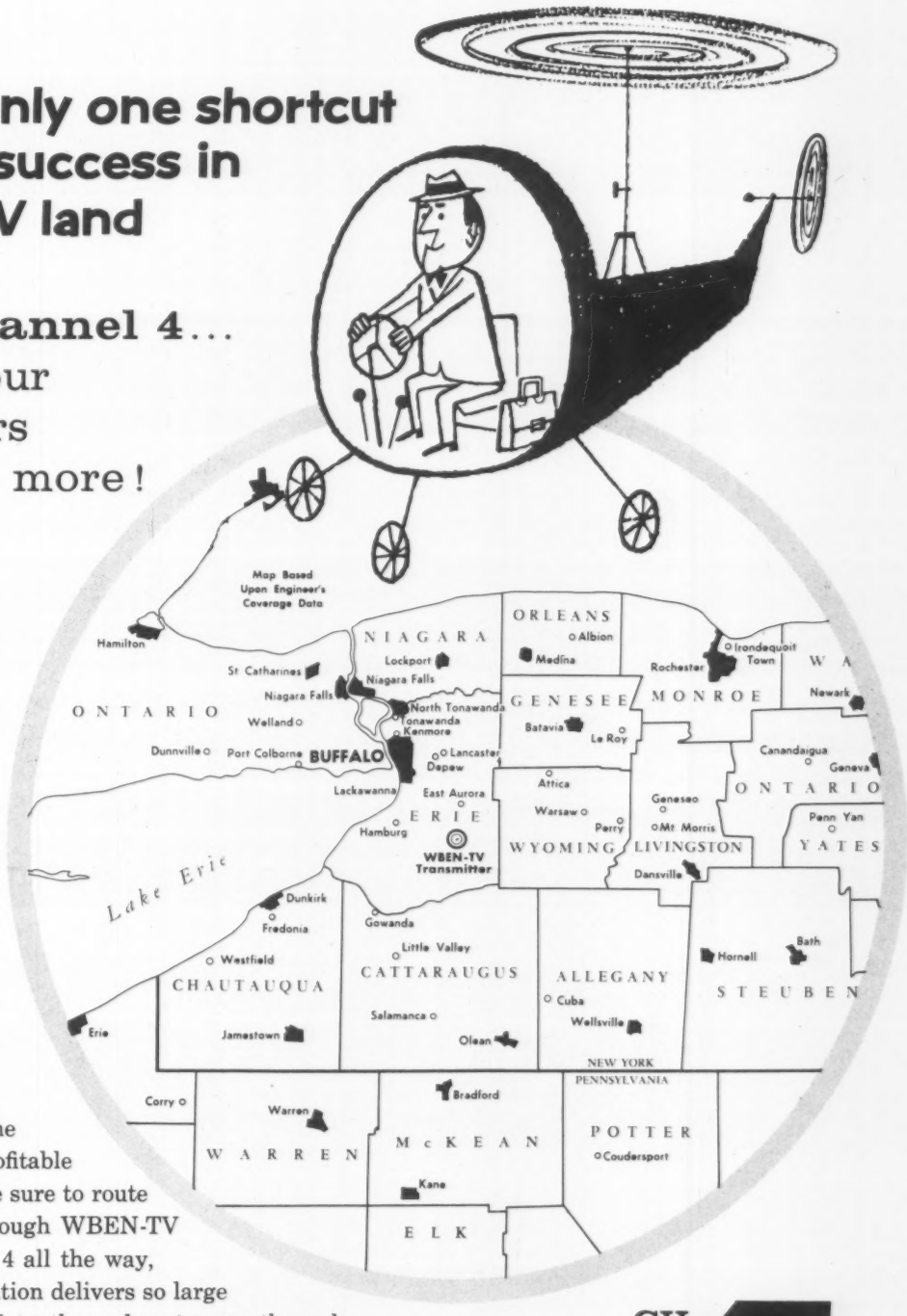
CINCINNATI, OHIO
THE *L.B. Wilson* STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

there's only one shortcut to sales success in WBEN-TV land

it's on **channel 4**... where your **TV** dollars count for more!



Planning a trip to the promised land of profitable promotion? Then, be sure to route your TV dollars through WBEN-TV land. Take Channel 4 all the way, for no other area station delivers so large an audience, so consistently; and routes you through every important segment of this big spending market. It's a *tour de force*—Channel 4's ability to reach and sell the 4,000,000 consumers in WBEN-TV land. *Call* HARRINGTON, RIGHTER and PARSONS, *our national representatives* and let them map out your itinerary.

CH. 4

WBEN-TV CBS in Buffalo

THE BUFFALO EVENING NEWS STATION

RKO TRIMMING TO STRESS O&O'S

- **New firm to take over film**
- **Music interests up for sale**

RKO Teleradio Pictures' intention to concentrate more heavily on its owned-and-operated stations was pointed up in two developments last week.

Formation of a new company to take over development and sale of all film properties currently owned or distributed by RKO Television was formally announced, and plans to sell RKO Unique Record Company and music publishing interests were confirmed by knowledgeable sources.

The sale of RKO Unique Records and music publishing interests to a group headed by John Begley, a key RKO executive in this field, was reported to be in the process of negotiation.

Already completed is the formation of a new, independent firm to take over the RKO Television film properties. The company is Show Corp. of America and is composed of key executive personnel of RKO Television, headed by Robert Manby, former RKO vice president [CLOSED CIRCUIT, Aug. 4].

Others are Peter M. Robeck, general sales manager of RKO Television since 1954; Nathan Keats, on the RKO Teleradio executive staff since 1956 and in charge of programming on the RKO advisory committee for two years before that; Frederick Schneier, executive staff member of RKO Teleradio and director of marketing services for RKO Television since 1956; William Finkeldey, syndicated sales manager for RKO Television and account executive handling major New York and Chicago agencies since 1954, and Max Bradbard, eastern sales manager of RKO Teleradio since 1956 and account executive for film sales at General Teleradio before that.

Mr. O'Neil and Mr. Manby announced formation of the new firm. While they won't say so, it is understood that RKO Television will in effect cease to exist.

Mr. O'Neil said: "While outside individuals and interests, aware of our concentration on RKO's growing broadcasting organization, have sought to acquire our television film assets, this move gives us the best possible assurance that the RKO Television inventory will be handled efficiently and economically.

"RKO Television's executive personnel will be moving to SCA intact. Because these men are fully familiar with the product and have lived with each property since the inception of the program idea, we are confident that their best efforts will continue in turning this inventory to account."

Mr. Manby said that "while immediate concentration [by SCA] will be on the production and sale of the balanced inventory now owned by RKO Television, long-range aims embrace the development of new properties in the several related fields of entertainment for which our experience and interests give qualification." He said, "The producers who are partnered with RKO in some of the properties we will handle have approved the change-over."

The properties include "El Coyote," produced by Ken Murray; "Heidi," a combined tv and motion picture venture produced by William Cruikshank; *No Gun Nolan*, a new animated tv series created by Al Capp; "The Abbey Players," a series of six full-length features and the "Showcase Package" of 18 new-to-tv features including 15 produced since 1948.

Mr. Manby said that "though completely independent of RKO," SCA will continue temporarily to operate from its current offices at 1270 Avenue of the Americas. For present it will also use RKO-TV's phone number: Judson 6-5050.

Authors to Script 'Naked City'

The first 16 segments of *The Naked City*, starting on ABC-TV Sept. 30, will be scripted by seven authors, well-known in their own fields but who have never before written for television. Herbert B. Leonard and Sterling Silliphant, the series' producer and associate producer, respectively, chose each writer for his "ability to tell a short story and his familiarity with New York City—the locale of the series." The writers are Meyer Berger, *New York Times;* Robert Sylvester, novelist and *New York Daily News* columnist; St. Clair McKelway, *New Yorker* magazine; Charles Jackson, author of *The Lost Weekend;* Sam Ross, novelist; Tom Gallagher, *Pageant* magazine, and Edmund G. Love. Mr. Silliphant will write the remaining 10 of the initial 26 segments. *The Naked City* will be sponsored by Brown & Williamson and Quaker Oats.

Disney Up $11 Million in 9 Months

Consolidated gross profit for Walt Disney Productions, Burbank, Calif., for the nine-month period ended June 28 was $34,332,133, up $10,882,312 over the same period of last year. Tv income for the period increased $1,716,020; film rentals rose $1,575,625 and Disneyland Park, not included last year, was credited with $7,243,181 of the increase. Net profit for the nine-month period was $2,900,094, or $1.89 per share of common stock, after provision for taxes, compared with a net of $2,347,745, or $1.57 per share, the previous year. Third quarter (of Disney's fiscal year) net was 83 cents a share, compared with 54 cents for the same quarter the year before.

CBS-TV Film Sales Up

CBS Television Film Sales shows a 50% sales increase for the first six months over the same period in 1957, a 44% increase in sales force and a 60% addition to service personnel, John F. Howell, general sales manager, announced last week.

"The upsurge in business for CBS Television Film Sales in the last six months reflects a sound, growing business," Mr. Howell said, noting the firm has over $3 million in production commitments for several first run series to be offered in October-November for January starts. "When

How to
It's easy on film...

Because film offers unlimited scope for special effects, for polished perfection in all things!

One man is made two . . . large objects made small . . . small things, large . . . time and space conquered—all with a snap and precision that make film sing out, its use constantly on the increase!

Truly, a good release is a better release when you USE EASTMAN FILM.

For complete information write:
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N.Y.

East Coast Division
342 Madison Avenue
New York 17, N.Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or W. J. GERMAN, Inc.
Agents for the sale and distribution of Eastman Professional Motion Picture Film,
Fort Lee, N.J.; Chicago, Ill.;
Hollywood, Calif.

Be sure to shoot IN COLOR . . .
You'll be glad you did

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Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or W. J. GERMAN, Inc.
Agents for the sale and distribution of Eastman Professional Motion Picture Film,
Fort Lee, N.J.; Chicago, Ill.;
Hollywood, Calif.

Be sure to shoot IN COLOR . . .
You'll be glad you did

avoid double trouble

avoid double trouble

YOUR NEW CBS BASIC is

The SELLibrated (and only full powered) station in the
GOLDEN VALLEY
(Central Ohio)
WHTN TV
CHANNEL 13
Huntington-Charleston, W. Va.
serving 4 states and 5 prime cities
A COWLES OPERATION
Get the dollars and cents story from Edward Petry Co., Inc.

MERCHANDISING makes the DIFFERENCE
KBTV is Denver's only Merchandise-"WISE" Station!

WISE to offer advertisers the highly successful MAP* Plan — Denver's only *grocery* in-store merchandising plan.

*MAP stands for Merchandising-Advertising-Promotion. Call Peters, Griffin, Woodward, Inc., today for availabilities *and* the merchandising that goes with your schedule on KBTV, Denver!

KBTV a Channel 9
DENVER'S FAMILY STATION
John C. Mullins. Pres. Joe Herold. Sta. Mgr.
Represented Nationally by
Peters. Griffin, Woodward, Inc.

NO SLIGHT INTENDED

Despite findings of Sindlinger & Co., Ridley Park, Pa., telling Universal-International Pictures executives that there were still a number of pictures lying in the vaults that would get a paying theatrical audience, U-I won't use the report as anti-tv ammunition, it has declared. Sindlinger was retained by U-I to ask exhibitors and the general public what post-1948 Universal pictures should be dusted off and, if re-released, would pay at the box office. Result of the survey: upcoming re-release of four U-I films in two double-header programs—James Stewart's "Bend of the River," Gregory Peck's "World in His Arms," Tyrone Power's "Mississippi Gambler" and Bill Mauldin's "Up Front." Said U-I spokesmen about it: "We hadn't the slightest intention of applying these findings to tv; we merely wanted to explore the possibilities of making our film vault properties pay off."

a company has this kind of money involved, it is a strong indication that its faith and optimism for the syndicated medium are more than verbal," Mr. Howell added.

It now has 28 series exclusive of CBS public affairs shows, totalling the largest catalogue ever offered by the company.

RANDOM SHOTS

MCA-TV Ltd., in association with John Jacob Loeb and Carmen Lombardo, has packaged *Seems Like Old Times,* musical program featuring Guy Lombardo band.

Independent Television Corp., new British-American combine of the Jack Wrather Organization, Beverly Hills, and Associated Television Ltd., London, reports temporary offices in Roosevelt Hotel, N.Y. **Walter Kingsley** assumes duties as president.

Screencraft Pictures Inc., N.Y., distributor of tv film programming, named exclusive distributor of *Terry Tell Time,* 15-minute children's show featuring Bunnin Puppets and tv personality Carol Reed.

Dalton of America (woman's sportswear), Cleveland, offers 20-minute documentary "The Art and Beauty of Cashmere" for free distribution. In color and sound, film tells how the cashmere fleece is gathered, then processed, dyed, spun and knit into sweaters. Loan requests should be forwarded to Dalton office in New York at 1407 Broadway.

Desilu Productions, Hollywood and Culver City, Calif., has placed its three-studio facility at disposal of its newly-expanded Commercial Film Div. for production of industrial, commercial and documentary films. Executive administration of Commercial Film Div. will be handled by **George Murphy,** v.p. in charge of public affairs.

C-C Tv Wins Heavyweight Rights; Radio's $180,000 Turned Down

Closed-circuit television claimed a knockout over radio last week when TelePrompTer Corp. said it had refused to sell its radio rights to three advertisers—reportedly ready to offer an estimated $60,000-$75,000 apiece to air the Aug. 18 heavyweight championship bout in Los Angeles between Floyd Patterson and Roy Harris.

Reason: TelePrompTer feels that without radio coverage, its closed-circuit tv attendance can only go higher.

TelePrompTer President Irving B. Kahn said his company already had arranged for C-C showings in 151 theatres and arenas, and seats set aside already outnumbered by 500,000 those available for last March's Sugar Ray Robinson-Carmen Basilio fight. (TelePrompTer officials cited that middleweight bout as a "typical example" of what might conceivably have happened had they held radio rights. CBS Radio broadcast the fight under sponsorship of Philip Morris' Marlboro cigarettes; Nielsen figures, the TelePrompTer spokesmen noted, showed a tune-in audience of 20 million. "Had only 1% of this audience been deprived access to radio and had this number then paid to see the fight via closed-circuit at an average of $4 a ticket," they said, "we could have increased our box office by $800.000.") The Robinson-Basilio fight cleared $1.4 million for TelePrompTer, drawing 364,876 fans or "75% capacity," Mr. Kahn explained.

He declared that in talking to the potential radio advertisers and networks, TelePrompTer tried "to get them to relate the price they would pay us to the size of the audience, but they wouldn't go along with it." Mr. Kahn noted that by eliminating radio "from the picture in this instance, we would have a better way of evaluating values in future fights." The prospective advertisers were not identified.

PROGRAM SERVICE SHORTS

Ampex Corp., Redwood City, Calif., is sending information about tv programs being syndicated via videotape to stations equipped with Ampex VR-1000 videotape recorders. First notice of new service lists

DOUGH IS RIGHT

The sales curve on games patterned after television shows continues upward. The latest report comes from Charles S. Raizen, president of Transogram Inc., and Robert R. Max, manager of California National Productions' merchandising division on a new "junior" *Tic Tac Dough* game (named after the NBC-TV quiz show) for children ages 7-10. Sales of the original game now are approaching the $1 million mark.

◀ WOR UNDAUNTED

WOR New York reported late Thursday (Aug. 7) it would broadcast the Patterson-Harris heavyweight championship match the night of the fight not from ringside but on a re-created basis. The bout will be held in Los Angeles. The broadcast will go on at 10:15 p.m. in New York. Sportscaster Stan Lomax will handle the round-by-round re-creation.

WGN-TV Chicago's *Ding Dong School*, KTTV (TV) Los Angeles' *Divorce Court* and KENS-TV San Antonio's *Don Mahoney Ranch Party* as currently available.

Standard Radio Transcription Services, Chicago, announces additional stations on "Musi-que" subscribers list: KENI Anchorage, Alaska; KGEE Bakersfield, Calif.; WTAO Boston, Mass.; WIKY Evansville, Ind.; KMMJ Grand Island, Neb.; KAYS Hays, Kan.; WBIE Marietta, Ga.; KWIP Merced, Calif.; WMBD Peoria, Ill.; KSNY Snyder, Tex.; WTBF Troy, Ala.; KMOP Tucson, Ariz.; KHAT Phoenix, Ariz.; CKVL Verdun, Que.; WHVF Wausau, Wis.; WKWK Wheeling, W. Va.; WKTF Warrenton, Va.; WCAX Burlington, Vt.; WLET Toccoa, Ga.; KISD Sioux Falls, S.D.; CJCH Halifax, N.S.; WIKY Evansville, Ind.; WFIN Findlay, Ohio; WKJG Fort Wayne, Ind., and WQUA Moline, Ill.

WNFC Fayetteville, N. C., has been granted Muzak Corp. franchise under name of Cape Fear Electronics Co. Operation will supply Muzak background music service to Fayetteville, Sanford, Dunn, Clinton, Lumberton, Laurinburg, Southern Pines and Pinehurst—all North Carolina.

ASCAP and **Storecast Corp. of America,** N.Y., have signed license agreement for performance of ASCAP music in U.S. Nearly 600 supermarkets use Storecast services via fm stations from Middle West to New England. Agreement was negotiated by **J. M. Collins,** ASCAP sales manager, and **Stanley Joseloff,** Storecast president.

Radio Recorders, Hollywood, has acquired three-story block-long building to house new stereophonic recording studios. Custom recording firm, which provides studio facilities for many phonograph, radio spot and tv sound tracks, will continue to operate present studios at 7000 Santa Monica Blvd. Present plans are to open new stereophonic facilities, expected to cost $200,000, early this fall.

Phil Davis Musical Enterprises, New York producer of radio-tv jingles, announces change of address to 59 E. 54th., New York 22, effective Sept. 1.

WSBT-TV SOUTH BEND, INDIANA'S DOMINANT STATION

PRIMARY COVERAGE— 748,800 TV VIEWERS IN PROSPEROUS MICHIANA*

- **HOUSING CONSTRUCTION** Gains in 1957
- **SAVINGS DEPOSITS** Hit record high in 1957
- **SPENDING** Leads 7th Federal Reserve District for 1957
- **HIGH SPOT CITY** For 4th consecutive month (Sales Management Magazine)
- **DEPARTMENT STORE SALES** Showed up better than any other major Indiana city in 1957.

LOOK what's happening in

South Bend . . . Indiana's 2nd Market

Business is good in South Bend, Indiana. The facts above attest to that. In addition, there are other signs such as: The South Bend-Mishawaka City Corporate Area is 1st in Indiana in Effective Buying Income per capita—2nd in Indiana in total Effective Buying Income — 2nd in total Retail Sales — 2nd in Food Sales — 2nd in Drug Sales.

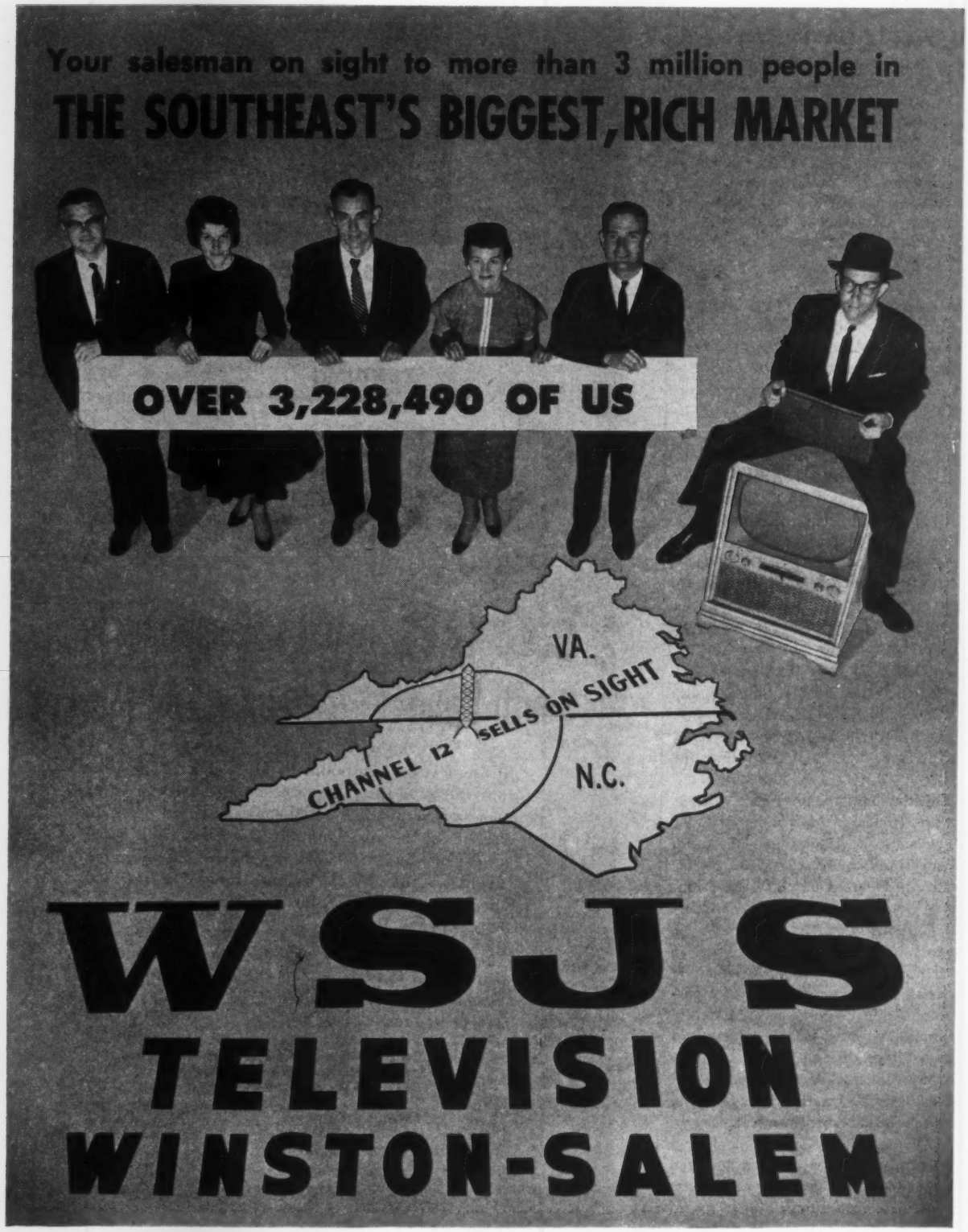
WSBT-TV dominates this great market. No other area station comes close to WSBT-TV in the number of top rated shows carried. Chicago and Michigan stations aren't even in the running. See your Raymer man or write us.

*14 counties in Northern Indiana and Southern Michigan. Set count, 208,000 3.6 persons per family.

WSBT-TV SOUTH BEND, IND. CHANNEL 22

CBS... A CBS BASIC OPTIONAL STATION

ASK PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE



Put your salesman where he can reach the largest number of potential customers, the 3 million plus people with over 4 billion dollars to spend who live in the 75 county WSJS market.

NBC AFFILIATE for *Winston-Salem, Greensboro, High Point*

Call Headley-Reed

CANADA FALL TV NEARLY SOLD OUT

- **All but 1¾ hours of total 19 taken on network shows**
- **Season 'not slow,' CBC says; bulk of sales to old sponsors**

All but 1¾ hours of the total 19 hours of weekly evening television network time had been sold by July 31, Canadian Broadcasting Corp. officials told BROADCASTING. There was a good possibility that the remainder would also be sold by the time the fall season's programming started.

"We are slightly ahead of last year this time in television network commercial sales," Peter McDonald, CBC director of English-language tv network programming explained. "It has not been a slow buying season for evening network programs here. While some of the smaller advertisers have dropped out, we have been able to sell more time to other advertisers. To date we have not tried too hard to sell new advertisers, giving preference to our former advertisers. Vacant time is now under negotiation and discussion with new advertisers."

Under CBC policy news and opinion telecasts are not sold commercially, and some dramatic and cultural shows are not sold, except on an infrequent basis. Unlike U. S. networks, there are sustaining evening periods on the CBC tv network, this accounting for the total of only 19 hours of commercial time out of a possible total of 22½ hours of evening network time. CBC network operates from 7:30-11 p.m. Sunday, Wednesday and Saturday, from 8-11 p.m. Monday, Tuesday, Thursday and Friday.

Out of the 17¼ hours sold to July 31, 11½ hours are Canadian live and imported U. S. network live, with the balance U. S. or Canadian film shows. Of the live shows, 7¾ hours are Canadian live.

Starting with three hours of commercial network programs on Sunday, there are 3 hours on Monday, Wednesday and Friday, 1½ hours on Tuesday evening, 2 hours on Thursday evening, and 3½ hours on Saturday evening. To be sold are half-hour live variety shows on Monday and Friday evenings, a half-hour alternate-week film show on Saturday evening, and a half-hour Saturday evening film show.

The English-language tv network consists of 42 connected stations, and seven non-connected and satellite stations. Canada has six time zones, and for western Canada all shows are videotaped at the new Calgary delay center, where a two-hour delay is used for programs for the Mountain Time zone and three-hour delay for Pacific Time. Stations in the Atlantic Time zone receive their network programs one hour ahead of Eastern zone stations. Newfoundland zone stations at present are not connected with the microwave network but will be within a few months.

CBC will start its afternoon tv network programming 1¼ hours earlier this fall than last year, signing on at 2:45 p.m. This adds one hour of commercial time. The network operates sustaining 4-5:30 p.m. and the half-hour from 5:30-6 p.m. is commercial. Between 6 p.m. and 7:30 or 8 p.m., depending on days, stations can take or drop network programs. In all, there is some 56¼ hours of network time each week, including sustaining shows. About 71% is live programming, the balance film.

Commercial sponsors this coming season on the CBC English-language network, mostly out of Toronto, are: Sunday—Prudential Life Insurance Co. of America (Foster Adv. Co., Toronto) *The Twentieth Century;* Walter M. Lowney Co. Ltd. (candy) of Montreal (Foster Adv.) and Nestle Canada Ltd. (E. W. Reynolds Ltd.) *Lassie;* Carnation Co. Ltd. (Baker Adv. Ltd.) and General Mills Inc. (E. W. Reynolds) *Burns & Allen;* Imperial Tobacco Co., Montreal (McKim Adv. Ltd., Montreal) and Dupont of Canada, Montreal (Vickers & Benson Adv. Ltd., Montreal) *Father Knows Best;* General Foods Ltd. (Baker Adv.) *December Bride;* Canadian General Electric Ltd., (MacLaren Adv. Ltd.) *Showtime;* Bristol-Myers Co. of Canada (Ronalds Adv. Agency) and Singer Sewing Machine Co. (Young & Rubicam Ltd.) *World Stage;* General Motors of Canada (MacLaren Adv.) *General Motors Presents;* Canadian Kodak Ltd. (Baker Adv.) and Ford Motor Co. of Canada (Vickers & Benson Adv.) *Ed Sullivan Show.*

Monday through Friday—*Open House* and *Gordie Tapp,* Canadian live participating; Monday-Wednesday-Friday—*Howdy-Doody,* Canadian version, participating.

Monday—Colgate-Palmolive Ltd. (Spitzer & Mills Ltd.) *The Millionaire;* Harold F. Ritchie Co. Ltd. (proprietary) (McConnell Eastman & Co.) and General Foods Ltd. (Baker Adv.) *Danny Thomas;* S. C. Johnson & Son Ltd., Brantford, Ont. (Needham Louis & Brorby of Canada) and Robin Hood Flour Mills, Montreal (Young & Rubicam) *Cannonball;* Canadian Westinghouse Ltd., Hamilton, Ont. (S. W. Caldwell Ltd.) *Desilu Playhouse.*

Tuesday—Lever Bros. Ltd. (Young & Rubicam) *Front Page Challenge;* General Motors of Canada (MacLaren Adv.) *Chevy Show.*

Wednesday—*Disneyland* sponsors not yet announced; Colgate-Palmolive Ltd. (Spitzer & Mills Ltd.) and Adams Sales Ltd. (Baker Adv.) *One of a Kind;* Kraft Foods Ltd., Montreal (J. Walter Thompson) *Bat Masterson* and *Milton Berle;* Whitehall Pharmacal Canada Ltd. and Lever Bros. Ltd. (both through Young & Rubicam) *Have Gun, Will Travel.*

Thursday—Sunbeam Corp. Canada Ltd. (Vickers & Benson Adv.) and Cheseborough-Ponds Canada Ltd. (J. Walter Thompson) *Music Makers 59;* General Foods Ltd. (Baker Adv.) *The Unforeseen;* Campbell Soup Co. Ltd. (Cockfield, Brown & Co.) *Wyatt Earp;* Procter & Gamble of Canada Ltd. (Benton & Bowles of Canada) *Loretta Young.*

Friday—Colgate-Palmolive Ltd. (Spitzer & Mills Ltd.) *Plouffe Family;* General Motors of Canada (MacLaren Adv.) *Patti Page* and *Wells Fargo;* Harold F. Ritchie Co. (MacLaren Adv.) and P & G of Canada (Young & Rubicam) *Country Hoedown;* Gillette Safety Razor of Canada, Montreal (Maxon Inc., New York) *Cavalcade of Sports;* Tuckett Tobacco Ltd., Hamilton, Ont. (MacLaren Adv.) *Jim Coleman.*

Saturday—*Big Four Football,* participating; Seven-Up Ontario Ltd. (Vickers & Benson) *Zorro;* Kellogg Co. of Canada, London, Ont. (Leo Burnett of Canada) *Rin Tin Tin; Mr. Fixit,* Canadian live participating; Canada Packers Ltd. (James Lovick & Co.) *Ivanhoe;* Javex Co. Ltd. (MacLaren Adv.) *Variety Show;* Noxema Chemical Co. of Canada and Lever Bros. (both through Young & Rubicam), Kimberly Clark Products (Spitzer & Mills), Success Wax Co., Montreal (Sy Torobin), Gattuso Corp., Montreal (Schneider Cardon Ltd., Montreal), Canada Dry Ginger Ale Ltd., (MacLaren Adv.) *Perry Como;* Imperial Oil Ltd. (MacLaren Adv.) *NHL Hockey;* Whitehall Pharmacal of Canada (Young & Rubicam) *Sports Interview;* Imperial Tobacco Co., Montreal (McKim Adv. Ltd.) *Juliette; Wrestling,* participating.

There will be a number of spectacular sponsored shows on the CBC-TV network, starting on Tuesday evenings in October with three 90-minute plays for the Bank of Canada, Ottawa, for Canada's annual savings bond drive. Wayne and Shuster, comedy team who have made a hit this spring and summer on the *Ed Sullivan Show,* will do five one-hour comedy-variety shows in Canada for as yet unnamed sponsors.

Advertising Up 10% in Canada; Tv Share Increases, Radio Slips

Canadian advertising agencies had record billings last year of $222,025,288, an increase of 10% in the year, according to a report of the government's Dominion Bureau of Statistics, Ottawa. A total of 113 agencies reported as compared with 110 in 1956.

Television accounted for 18.3% of the billings, compared with 16.6% the previous year. Radio billings were down slightly to 10% of total billings from 10.3% in 1956.

The agencies reported gross revenue of $35,758,000, equal to 15.8% of total billings, compared with 1956 gross revenue of $32,204,000 or 15.7% of total advertising billings.

Stations Set Up Ottawa Bureau

Ten of the All-Canada Mutually Operated Stations of western Canada have formed a news bureau at Ottawa, under management of Sam Ross, assistant manager of CKWX Vancouver, B. C. The stations: CKWX; CJVI Victoria; CJAT Trail, both British Columbia; CFGP Grande Prairie; CJCA Edmonton; CFAC Calgary; CJOC Lethbridge, all Alberta; CKCK Regina, Sask.; CKRC Winnipeg, Man.; and CKOC Hamilton, Ont., will take news from the Ottawa bureau by wire, tape and telephone. Before joining CKWX as news editor in 1944, Sam Ross was manager of Press News Ltd., subsidiary of the co-operative Canadian Press, Toronto, supplying radio stations.

Would-be viewers abound in Moscow where tv set demand outruns supply

BY WHITMAN BASSOW
Moscow correspondent, UPI

Whitman Bassow, Moscow correspondent for the United Press International since 1955, has watched Muscovites' hunger for tv mount to the point where the demand for sets "is enormous and practically insatiable." Here Mr. Bassow, a specialist in Russian affairs for more than 10 years, tells about television in the two-channel U.S.S.R. capital.

Soviet television is barely 10 years old, but is fast gaining momentum.

When the first regular telecasts began in 1949, there were about 40,000 receivers in this country of almost 175 million persons. Now, there are 2 million sets in operation and production is increasing every year.

The demand for new sets is enormous and practically insatiable. Long lines of patient Russians in front of the tv shops show that the supply can hardly keep up with demand. Some Russians have waited as long as a year to get a new set.

There are no commercials. The government foots the tv bill in the Soviet Union. A set owner is required to register it at the local post office and pay a small fee.

What does a Russian actually see and hear on his set? In Moscow, he can choose between two channels, operated by the Central Television Studio, the country's largest.

A typical Friday evening schedule on ch. 1 begins at 5 p.m. with a children's program, 30 minute film-lecture on electricity, followed by a 10 minute commentary on world affairs, then a 50 minute interview with the youngsters on collective farm. A 50 minute variety show follows with the final program of the evening a documentary film: *The First Soviet Sputniks*. Meanwhile, ch. 2 televised direct from the Conservatory, a symphony concert with a French Violinist Michel Auclere as soloist.

On Saturdays, only ch. 1 is on the air, usually with a movie or a concert. Sunday is the heaviest day of the week and a Moscow viewer can watch ch. 1 for eight hours or ch. 2 for five. A typical Sunday program on ch. 1 opened with a children's play followed by *Take Up Physical Culture!*, 30 minutes of body building for middle-aged persons. Then viewers saw a special program for soldiers, a report on the arts, and a variety show pickup from Moscow's Variety Theatre.

Meanwhile, those tuned to ch. 2 saw a full-length documentary film entitled *Six p.m. on an Evening After the War* and another concert.

Television viewers in other parts of the country watch similar programs broadcast by about 25 local stations. This number, incidentally, is expected to increase to 40 by the end of 1958. By 1960, the Russians plan to have 75 stations in operation—enough to cover the principal population centers of this vast country.

It is difficult to ascertain the ratio of live programs to film, since no figures on this are available. According to G. A. Ivanov, director of the Moscow Tv Studios, more than half of all his programs are televised live. He cited recent studio productions of the ballet "Raimonda" and Moliere's "Les Fourberies de Scapin." He said the Moliere play, adapted for tv, was the first production in 25 years.

Unlike in the U. S., there are no tv networks in Russia. Each tv station presents its own programs, on film or live, independent of the others. There is some film exchange, but this is sporadic according to Ivanov. Co-axial cables do not exist, thus eliminating the possibility of nationwide hookups.

The Russians are now working on a system of radio relays to increase a station's transmitting radius and to transmit programs from one tv station to another. The Moscow station now has a relay to Ryazan, 200 kms to the southeast, Kharkov, 750 kms south, and to Leningrad, 800 kms north. (A kilometer is slightly more than 6/10 of a mile.)

They have also successfully experimented with using aircraft as flying relay stations between large cities. Recently, this method was used to relay several Moscow programs to the Leningrad station.

At the present time, there is no color television in the Soviet Union. Nor are experimental telecasts being made. The first ones are not expected earlier than next year. When and if these are successful, then compatible black-and-white and color sets will go into production.

Moscow's third channel, now unused, will be the color channel. But even when regular telecasts begin, according to Ivanov, there will be only a limited schedule of several hours a week.

"We are not too much concerned with color. We must still master the possibilities of black-and-white and we have a great deal to learn about that," Mr. Ivanov said.

Moscow's tv center is a symbol of Soviet tv—growing constantly, expanding facilities, increasing staff. Two new studios have recently been completed: one 1,968 square feet, the other 492 square feet. This brings Moscow's total up to 3,936 square feet.

More than 500 technicians, writers, editors, announcers and musicians work at Moscow with the number expected to rise to 650 by the end of 1958.

Moscow's programs can be received up to 62 miles from the station. A 1,640 ft. tower, now nearing completion, will increase the radius to 124 miles.

But despite the rapid increase in the number of stations and programs, Soviet viewers are far from satisfied. The press is filled with letters from fans complaining about the programs. Not long ago, *Evening Moscow* published a joint letter from 13 viewers complaining that Moscow's programs "have become less interesting and occasionally downright boring."

"After a strenuous day's work, we want humor, jokes, satire, good films, comedies, plays, scientific films, new machinery. But we only get this in driblets."

A tv fan in far-off Baku writes that the local studio presents nothing but "dull programs" consisting mostly of ancient films.

The newspapers are not only filled with complaints about the programs, but also about the quality of the tv sets themselves. After paying 2,500 rubles for a new set, sometimes representing three or four months pay (the ruble-dollar rate of exchange officially is 4-1, for tourists, 10-1), the purchaser expects trouble free installation and operation. But this is hardly ever the case. Many sets head straight for the repair shops shortly after they are installed.

Russians now have a fairly wide choice of sets in various sizes and price ranges. Prices range from 750-2,600 rubles with screen sizes from 7x9 inches to 10x14.

Last January when the Ministry of Trade cut the prices on some of the slower moving sets, stores were jammed the following day.

Soviet television is still in its infancy, but it can be expected to grow at fantastic speed, since it is such a powerful medium for education and propaganda. The government, which of course recognizes this, is pouring millions of rubles into television. Some day, not too far distant, a vast network of tv stations will bring the Kremlin's word to millions of Soviet citizens sitting in their own homes.

Lenin once called the press a superb organizer, agitator and propagandist for the communist cause. If he were alive today, what would he say about television?

IN AKRON, O.
WAKR is 1st.
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Check HOOPER*- PULSE‡ or NIELSEN§
* Hooper, June, 1958
‡ Pulse, April, 1958
§ Nielsen, NCS #2
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This is the new age. . . the age of creativity. This is the era of the modern creative concept in broadcasting, where there is a constant alertness for new ideas, new techniques. The tempo has been stepped up in the continual search for the better way.

To meet the needs of the progressive broadcaster, Gates provides the newest idea in automatic programming — the *Nite-Watch*. With this new system functioning as the heart of your operation, new creative ideas will develop. New techniques in programming will be discovered. The result? Greater listener appeal — more advertising revenue — additional profits. When you look at it step by step, from the increased creativity to the profitable operation that is the end result, you know that *Nite-Watch* is a real investment . . . an investment in progress and profits.

Why not let us tell you the complete story of the sensational new *Nite-Watch*? Write the Gates Radio Company today for full details.

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PEOPLE
A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

MR. ACKERMAN

FREDERICK W. ACKERMAN, president of Western Greyhound Lines, elected president of Greyhound Corp., succeeding **ARTHUR S. GENET,** resigned to devote himself to personal business interests. Mr. Ackerman, Greyhound operating executive since 1926, was president of Pacific Greyhound from 1946 until 1957 when Western Greyhound Lines was formed. He will reside in Chicago area.

WILLIAM C. PANK, v.p. and account supervisor, Reach, McClinton & Co., N.Y., elected to board of directors, and named chairman of agency's plans board. Re-elected to board were **CHARLES DALLAS REACH,** chairman; **HAROLD L. McCLINTON,** president; **DANIEL M. BERNHEIM, FRANCIS R. RISLEY** and **ROBERT W. ROBB,** all senior v.p.'s; **ALFRED E. GOLDMAN,** v.p.-copy director; **WERNER MICHEL,** v.p.-radio-tv director and **HOWARD SANDS SR.,** account executive.

MR. LANDIS

DEAN LANDIS, senior v.p., Keyes, Madden & Jones, N.Y., to Compton Adv., N.Y., as v.p. in charge of midwest operations. **L. O. HOLMBERG,** v.p. and manager of Chicago office, and **R. F. GOMBER,** v.p. and manager of Milwaukee office, will continue in those capacities reporting directly to Mr. Landis in Chicago.

C. E. BOWIE Mercury-Edsel-Lincoln Div. of Ford Motor Co., Dearborn, Mich., named general sales manager of consolidated sales office, and **GEORGE S. COATES,** his assistant, made assistant general sales manager. **E. F. COLL** promoted from Chicago regional sales manager for Lincoln and Mercury to sales manager for Lincoln and Continental.

HILLY ROSE, v.p. in charge of creative and sales departments at Kling Film Productions, Chicago, to Knipschild-Robinson, sales promotion-training agency, as v.p. and general manager of its motion picture and slidefilm department.

J. C. COWHEY, formerly manager of D'Arcy Adv. Co.'s Detroit office, appointed director of advertising and sales promotion for Chrysler and Imperial cars, effective Aug. 15. Mr. Cowhey succeeds **B. R. DURKEE,** resigning to become executive v.p. of Botsford, Constantine & Gardner, Portland, Ore.

MR. DONALDSON

BEN R. DONALDSON retires as director of institutional advertising, Ford Motor Co., Dearborn, Mich. Mr. Donaldson, who has completed 39 years of service with Ford, will be retained as advertising consultant. He has been member of Assn. of National Advertisers since 1944, became board member in 1948 and was chairman 1953-54. At one time he was editor of all Ford plant publications and also handled programs for company's former radio station and was one of nation's first commercial radio announcers.

PHIL H. WEIL, formerly manager of dealer sales for Hotpoint Co. in Baltimore, Md.-Washington, D. C., area, appointed manager of national key account sales at Norge Div. of Borg-Warner Corp., Chicago.

ROBERT S. SPAETH, formerly senior account executive on Coca-Cola account at McCann-Erickson Inc., to Leo Burnett Co., Chicago, as account executive on Kellogg Co. (corn flakes).

ROBERT SODERBERG, active in motion pictures and tv in New York and Hollywood, joins Hollywood office of Benton & Bowles as agency producer. Mr. Soderberg will handle coordination of commercial and show production on *The Ann Sothern Show.*

HARRY LANGE, previously with Kling Film Enterprises, Chicago, joins McCann-Erickson in Chicago as tv-radio producer.

DON K. REECE, previously with Dowell Inc., Tulsa, Okla., joins White Adv., Tulsa.

COLIN J. FAIRLIE, formerly with Zellerback Paper Co., S.F., as assistant advertising manager, joins Hoefer, Dieterich & Brown, Inc., S.F., as copy writer. **HELEN DUNNE,** previously controller for Charles Johnson Adv. (S.F. office), appointed head of HD & B accounting department.

JOE GANS, radio-tv v.p., Maxwell B. Sackheim & Co., and client **JOHN PHILIP SOUSA III,** director of circulation development, *Time* magazine [ADVERTISERS & AGENCIES, June 30], named chairman and vice-chairman, respectively, of radio-tv committee, Recording for the Blind Inc., non-profit education philanthropic organization.

FILM

GUS HAENSCHEN, musical supervisor of former NBC-TV program *Washington Square,* to Jacques Traubee Productions, N.Y., as member of board of directors and musical director.

ARTHUR MANHEIMER, Chicago branch manager for National Screen Service Corp., N.Y., since 1951, has been assigned to devote fulltime to expansion of company's tv commercial and special service field, headquartering in Chicago. Succeeding Mr. Manheimer will be **MILTON FEINBERG,** branch manager of Des Moines office since 1947. Both appointments are effective Aug. 25.

PAUL WEBSTER, formerly regional manager for Republic Pictures, Indianapolis, has been named regional manager and supervisor of newly formed Indianapolis office of Flamingo Telefilm Sales. Office is located at 4550 Central. Telephone: Atwater 3-8234. Flamingo also announced appointment of **LEO KNIGHT,** with Ziv for past eight years, as regional supervisor for Texas.

RICHARD MAIBAUM, former producer-writer at Paramount Pictures who recently has freelanced as writer for theatrical pictures and tv films, appointed executive producer for MGM-TV. He succeeds **SAM MARX,** who resigned July 1 to become independent producer.

JACK W. WALDREP, Swift & Co., Atlanta, to CBS-TV Films Sales Co. as executive. Mr. Waldrep will report to **JIM McCORMICK,** general manager of Atlanta office, which covers Alabama, Mississippi and parts of Georgia.

JOE HYAMS, assistant publicity manager, Hecht-Hill-Lancaster, New York, to west coast publicity manager for independent film company, now expanding into tv production [FILM, July 14]. Mr. Hyams succeeds **STEVE BROOKS,** resigned.

FRANK E. LeBEAU previously southwestern representative, Carl Byoir Assoc., to Associated Artists Productions, southwestern sales staff.

NETWORKS

FRED HAMILTON, manager of film program operations for NBC-TV since December 1957, promoted to director, film programs for NBC-TV's Pacific Div. **TOM KOCH** signed as writer for network's *The George Gobel Show,* returning Sept. 23.

GIL RODIN, previously producer of *Eddie Fisher Show* for NBC-TV, will produce Liberace daytime program, scheduled for ABC-TV, starting in October.

WILLIAM HAMMERSTEIN, NBC-TV program executive, resigned to produce CBS-TV's forthcoming half-hour *Arthur Godfrey Show* set for Tuesday evenings in fall.

JOHN DALY, ABC v.p. and tv panel moderator, named narrator of new *Voice of Firestone* on ABC-TV (Monday 9-9:30 p.m.) starting Sept. 8, confirmed last week by Firestone Tire & Rubber Co., Akron, Ohio, the program's sponsor [PROGRAMS & PROMOTIONS, Aug. 4].

JERRY LANNING, formerly on-air promotion writer, WRCA-TV New York, to CBS Radio as copy writer, advertising and promotion dept.

ROBERT M. WEITMAN, CBS-TV v.p. in charge of program development, left New York on Aug. 1 for trip to Europe, which will be climaxed in late August by visit to Israel in his capacity of

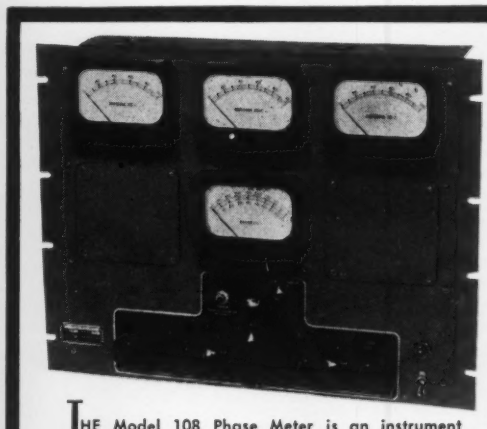
*

NEMS-CLARKE

Phase Meter

MODEL 108

*



THE Model 108 Phase Meter is an instrument designed to provide an indication of the phase relations in directional antenna systems. Each instrument is tailored for the particular installation and usually incorporates provision for indicating the relative amplitudes of the currents in the various antennas, as well as the phase relation. The Model 108 Phase Meter has found its principal use in broadcast stations employing directional antennas, but its wide frequency range makes it readily adaptable for other applications.

The popularity of the Model 108 Phase Meter is proven by the vast number now in use.

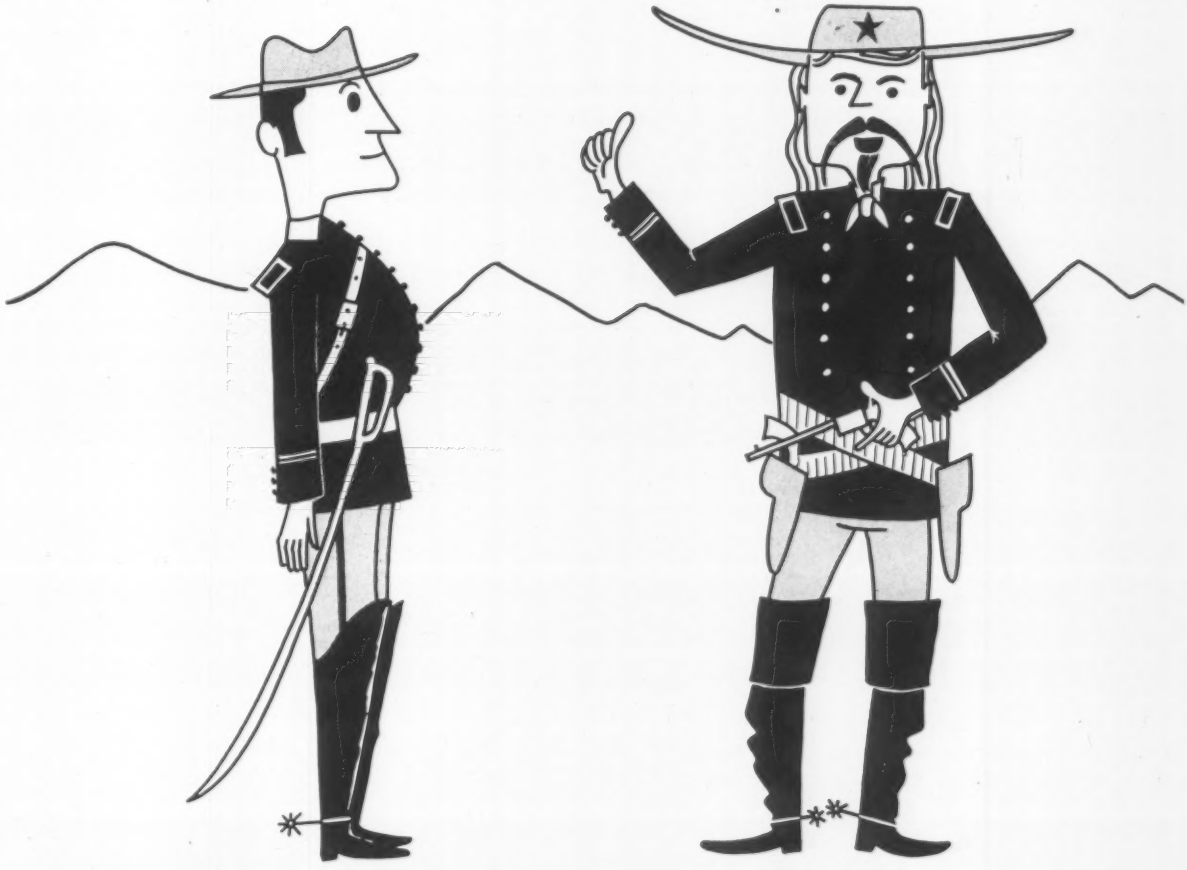
NEMS-CLARKE COMPANY

A DIVISION OF VITRO CORPORATION OF AMERICA

919 JESUP-BLAIR DRIVE • SILVER SPRING MARYLAND • JUNIPER 5-1000

FOR FURTHER INFORMATION WRITE DEPT. B8

"Think this is a good place to make a stand, son?"



IT PAYS TO KNOW THE ANSWERS.

Poor Gen'l Custer, alas, *didn't* when he picked the site for his famous last stand. People in today's television and radio business who *have* to be right as often as possible are a lot more fortunate. For over a quarter-century they've found up-to-date answers on virtually everything about TV-&-radio in BROADCASTING Magazine, *THE* authoritative businessweekly in this multi-million dollar field. Edited *by* professionals *for* professionals, BROADCASTING stands alone as the best way to *know* about TV-&-radio and to advertise to those who make its major decisions.

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N. W., Washington 6, D. C.

A member of the Audit Bureau of Circulations

television-radio coordinator for 10th Anniversary Observance of State of Israel.

STATIONS

MR. ESTES

FRANK B. ESTES resigns as v.p. of WKNE Keene, N.H., and has purchased majority control of WKXL Concord, N.H. Mr. Estes has indicated that he will assume presidency of Capitol Broadcasting Corp., licensee of WKXL, early this fall. **HOWARD E. WHEELOCK,** former sales manager of WKNE, appointed general manager of WKNE, effective Aug. 31.

MR. WHEELOCK

E. J. McKELLAR, president of KVOX Broadcasting Co., Moorehead, Minn., elected president of Great Northern Broadcasting Network, succeeding **MANNY MARGET,** KVOX. **LESLIE E. MAUPIN,** KLPM Minot, N.D., is v.p. and **ROBERT L. OWENS,** KVOX, is sec.-treas.

JOSEPH KRUGER appointed v.p. in charge of Northern Div. and **ALLAN ROBERTS** v.p. in charge of Southern Div. of Tarlow Assoc., group station owner. Northern includes WHIL Medford and WARE, Ware, both Massachusetts; and Southern includes WHYE Roanoke, Va.; WWOK Charlotte, N.C.; and, pending FCC approval of purchase, WJBW New Orleans, La.

GEORGE C. COLLIE, formerly with WOAI-TV San Antonio and KDUB-TV Lubbock, both Texas, to KOSA-TV Odessa, Tex., as national sales manager.

MR. McVAY

BOB McVAY, former co-owner and manager of KGEN Tulare, Calif., named general manager of KWG Stockton, Calif. **ROBERT SAMPSON,** formerly with KBVM Lancaster, Calif., appointed KWG chief engineer.

EARL MOORE, with WXYZ Detroit from 1934 to 1947, when it was owned by King-Trendle, joins WXYZ Inc. as business manager.

ALEXANDER C. FIELD, Jr., public service programming coordinator at WGN-AM-TV Chicago, appointed program manager of WGN-TV, after serving in acting capacity since April 19.

MR. KENNEDY

JOE KENNEDY, KSO Des Moines, Iowa, chief announcer for past two years promoted to program director for station. Mr. Kennedy was previously with WIND Chicago and KOWH Omaha, Neb.

DON L. PIERCE, WFMY-TV Greensboro, N.C., account executive, elevated to local sales manager.

ROY L. GALLAGHER, chief engineer, WTLG Bowling Green, Ohio, to KGHF Pueblo, Colo., in similar capacity.

MR. SHOEMAKER

DON V. SHOEMAKER, promotion and merchandising manager of KFAB Omaha, Neb., named general manager of KLMS Lincoln, Neb. Mr. Shoemaker was associated with KFAB for last 14 years and with KSO Des Moines, Iowa, two years previously.

RICHARD F. POLGREEN, WFBL Syracuse, N.Y., promoted to assistant manager and director of sales. **KIRK JACKSON,** merchandising manager, WTRF-TV Wheeling, W. Va., adds duties of promotion director. **ROBERT W. FERGUSON,** executive v.p. and general manager, WTRF-TV, appointed vice chairman of 1958 Wheeling Community Chest Campaign.

PAUL RHOADES, KRNT Des Moines, Iowa, personality since 1950, promoted to managing editor of KRNT-AM-TV news department.

BETTS BRAUER named traffic manager of KTRK (TV) Houston, Tex. **E. A. RICH** and **PERRY BLANKENSHIP** promoted from cameramen to assistant directors at KTRK.

TONY TEMPLE, previously with KHOZ Harrison, Ark., and WDXI Jackson, Tenn., to KXO El Centro, Calif., as program director.

C. WILLIAM GIVENS, with Westinghouse Broadcasting Co. for past eight years, appointed music director, WBZ-WBZA Boston-Springfield, Mass.

C. GREG VAN CAMP, WTRF-TV Wheeling, W. Va., promotion director, to WTAE-TV Pittsburgh, new ABC outlet scheduled to go on air Sept. 1.

WILLIAM McGAW, KDKA-TV Pittsburgh executive producer, promoted to assistant program manager. Other KDKA promotions are **ROGER WOLFE** to operations supervisor and **ERNEST MOENCKMIER,** formerly with WMT-TV Cedar Rapids, Iowa, to director of creative services.

RONALD R. WREN, program and promotion manager of KBAK-TV Bakersfield, Calif., has joined advertising, promotion and press information department of KGO-TV San Francisco as assistant to **GEORGE T. RODMAN,** director of that department.

BOB LAZICH, night news editor at KWBB Wichita, Kan., resigns, effective Sept. 1.

JACK REBNEY, formerly with WBBM Chicago as writer-director, joins KNX Los Angeles in similar capacity.

WILLIAM H. WHITMARSH, formerly sales representative of Gulf Oil Corp., Baltimore, joins WBAL Baltimore, Md., as account executive. **RICHARD GOCHNAUER,** previously senior sales engineer of American Air Filter Co., Louisville, Ky., joins WBAL-TV as account executive.

DON KECK, previously salesman with C. W. Marwedel, S.F., industrial supply house, to KNBC San Francisco as account executive for local sales.

FREEMAN B. CALKIN, formerly account executive for Wm. Savage Adv., Cincinnati, joins WKRC Cincinnati in similar capacity. **DORE M. FRANTZ,** transmitter engineer since February 1949, appointed engineering supervisor for WKRC-AM-FM.

RAYMOND C. OSTENDORF, formerly advertising consultant, Universal Match Corp., St. Louis, Mo., to WSAZ-TV Huntington, W. Va., as account executive.

ROBERT S. WATTS, formerly on sales staff of KLOK San Jose, Calif., joins KSAY San Francisco sales staff.

CHARLES KENT DARGAN, formerly with Pan American Airways in L.A., joins WTTV (TV) Los Angeles in sales service department as sales service assistant.

CLIFF ADAMS, formerly on regional and local sales at WIBW Topeka, Kan., to WGLO-AM-FM-TV Mason City, Iowa, in similar capacity.

JIMMY BRIDGES, WSB Atlanta newscaster, moves into sales service department. Other WSB appointments: **AUBREY MORRIS,** roving reporter, to direct expansion of news bureau activity via radio car assisted by **TED HIGHTOWER;** Mr. Hightower's duties as traffic manager assumed by **MARGRETTE DUTY,** assisted by **LIBBY BROWN** and **BETTY HENTHORN.**

DEL SHARBUTT, freelance commercial announcer, whose credits include *Your Hit Parade* on NBC, *Club 15* on CBS Radio and others, joins WABC New York Aug. 18 as disc jockey.

CHUCK ARNOLD, formerly with WIRL Peoria, Ill., joins WISN Milwaukee, Wis., as personality.

FRANKLYN MacCORMACK, announcer, signed by WGN Chicago for nightly *Magic of Music* series, returning to station where he was once staff announcer.

JAMES E. BURNES, formerly with WNAB Bridgeport, Conn., joins WDRC Hartford, Conn., news department.

ED WILSON, former personality with KWK St. Louis, Mo., joins KSD St. Louis in similar capacity.

DORIS BIDWELL, previously with WHFB Benton Harbor-St. Joseph, Mich., to WBLG Lexington, Ky., as mistress of ceremonies of morning program, *Your Date With Doris.*

DICK BROWN, WBLU Salem, Va., joins WROV Roanoke, Va., as all-night d.j.

DAVID STONE, Northwest Schools, Portland, Ore., graduate, to KOHU Hermiston, Ore. Other Northwest graduates in stations around country are **KENNETH N. BUNCH** to WJNC Jacksonville, N.C., as announcer-d.j.; **JOHN CAMERON** to KGMS Sacremento, Calif.; **RICHARD D. BARRON** to KFAR-TV Fairbanks, Alaska, as announcer; **WALLACE D. GROOM JR.** to WEEK-TV Peoria, Ill.; **JAMES COURTRIGHT** to WICU-TV Erie, Pa.; **JEAN C. MORAND** to KXLJ-TV Helena, Mont., in film department; **JAMES T. KENNEY** to WHIZ-TV Zanesville, Ohio; **JOHN R. BOYKEN** to WFIE-TV Evansville, Ind., in film department, and **SAMMY F. BLANTON** to WBTV Charlotte, N.C., on production crew.

KATHERINE PEDEN, v.p. and station director of WHOP Hopkinsville, Ky., elected 2nd v.p. of National Federation of Business and Professional Women's Clubs. Her election marked first time woman from broadcasting industry had been so honored.

BILL STEWART, disc jockey at KMPC Los Angeles, is in North Hollywood Hospital following slight heart attack on Aug. 4.

JUDY LEE, 37, weather girl and newscaster for WRCV-TV Philadelphia, died Aug. 3 in Aldan, Pa., following heart attack. Miss Lee had been associated with WRCV-TV since 1952, following career in Philadelphia and New York as fashion model and magazine cover girl.

REPRESENTATIVE

SHELDON VAN DOLEN, formerly with Weed Co., N.Y., to Blair Television Assoc., N.Y., as account executive.

PROFESSIONAL SERVICES

FRANK ROGERS, previously with Carpenter-Proctor Inc., Newark, N.J., named v.p. in charge of public relations of M. Belmont Ver Standig Inc.,

Advertisement

Murray Carpenter

Advertisement

Washington, advertising and public relations firm. Mr. Rogers replaces **MARY KERSEY HARVEY**, resigned to join her husband in N.Y.

RAYMOND R. REBHANN, formerly west coast public relations director for BBDO, resigns effective Aug. 15 to join Lewin/Kaufman/Schwartz, Beverly Hills publicity firm, as associate.

IRVING WINDISCH, until this month head of his own public relations company, joins Arthur P. Jacobs Co., N.Y. public relations firm. Jacobs Co. will resume activities Sept. 1, after dissolving partnership of Rogers, Cowan & Jacobs, N.Y.

ROBERT L. ZIMMERMAN, formerly Chicago representative for Dudley-Anderson-Yutzy, named by Communications Counselors Inc. as Chicago office manager.

PAUL W. WILLIAMS, resigned as U.S. Attorney for Southern District of New York, rejoins Cahill, Gordon, Reindel & Ohl, New York, Washington and Paris.

CHARLES L. EBERHARDT, veteran newsman and Nieman Fellow for advanced study of journalism at Harvard, joins U.S. Information Agency's Voice of America as correspondent. Mr. Eberhardt will broadcast news and comment from White House and Department of State to overseas audiences.

BERNARD BERTHOLF SMYTH, formerly with Atomic Energy Commission and Federal Trade Commission, joins Dow, Lohnes & Albertson, Washington as counsel on atomic energy.

JOSEPH B. FLEMING and **DWIGHT P. GREEN**, law partners both retiring, changing Chicago-Washington law firm to Kirkland, Ellis, Hodson, Chaffetz & Masters.

MANUFACTURING

WARREN B. HAYES elected v.p. of Pacific Semiconductors Inc., Culver City, Calif. Mr. Hayes, who joined PSI at its inception in 1954, will continue to direct engineering, manufacturing and sales department activities. He is former member of Harvard Business School faculty.

IVAN SATTEM, JOHN KAHELIN and **J. EUGENE BOWER**, all former executives of Federal Telecommunications Labs, Nutley, N.J., have been elected assistant v.p.'s of ITT Labs, International Telephone & Telegraph Corp., U. S. research division. **RUSSELL C. IRISH**, also former FTL executive, has been elected assistant comptroller of ITT Labs which was recently formed by consolidation of FTL, Farnsworth Electronics Co., Ft. Wayne, Ind., and Kellogg Switchboard & Supply Co., Chicago.

MR. PARSONS

C. FREDERICK PARSONS, formerly sales manager at RCA and previously associated with Zenith Radio Corp. for 20 years, appointed merchandising manager of Motorola Inc., Chicago, in consumer products division. **DAVID H. KUTNER**, director of Motorola advertising and sales promotion, promoted to new position of distribution manager.

RAY RHODES, formerly chief engineer for Electronic Speciality Co., L.A., to Electro Mechanical Specialities Co., L.A., as chief engineer.

E. T. EPPERSON, formerly midwest division manager for Norge Sales Corp., to newly-created post of resident sales manager, San Francisco, for Sylvania Home Electronics.

ALFRED L. HUFF, senior industrial engineer, Sylvania Home Electronics, division of Sylvania Electric Products Inc., Batavia, N.Y., promoted to product manager, radio and high fidelity phonographs. **GEORGE P. LYON**, production engineer at Sylvania, named product manager, television.

H. A. POOLE, advertising and sales promotion manager, Consumer Products Service, section of RCA Service Co., Camden, N.J., promoted to newly-created post of manager, advertising and sales promotion for company. **ANDREW K. MALLARD**, with RCA Electron Tube Div., RCA, since 1946 in various managerial capacities, appointed manager, west central district, distributor sales of division, with headquarters in Kansas City.

J. K. WYATT, former Graybar Electric Co. salesman, to manager, Graybar's Columbus, Ga., office.

JEREMIAH E. HASTINGS, with Jerrold Electronics Corp., Philadelphia, as manager of mid-Atlantic region, elevated to assistant sales manager of system sales division. It was announced that mid-Atlantic organization will become part of eastern region under direction of **LEE ZEMNICK**.

NEIL ARVESCHOUGH, formerly chief engineer for KMVI-AM-TV Wailuku, T.H., rejoins Gates Radio Co., Quincy, Ill., as sales engineer for southern California, Arizona and southern Nevada territory.

ABRAHAM SCHWARTZMAN, formerly editorial director of Toby Press, N.Y., to executive secretary, Institute of High Fidelity Mfrs., N.Y.

RAY L. REID, formerly with North American Aviation, Downey, Calif., as test engineer, to Ling Electronics Inc., Culver City, Calif., as assistant chief engineer.

TRADE ASSNS.

CARLIN J. HEIMAN, client service representative at A. C. Nielsen Co.'s Broadcast Div. and former MBS programming sales executive, to Radio Advertising Bureau's member service department as regional manager.

L. S. VAN SANT, southwestern manager, bureau of advertising, American Newspaper Publishers Assn., promoted to Pacific Coast manager.

COL. THOR M. SMITH (USAF Ret.), v.p. in charge of publishers service for *American Weekly*, elected commander of 9215th Air Force Reserve Squadron, composed of reservists employed in mass communications, advertising and public relations fields in New York.

MAYNARD MARQUARDT, president and general manager of KATY San Luis Obispo, Calif., elected director of District 1, Southern California Broadcasters Assn., succeeding **SID HELD**, general manager, KVEN Ventura. **MAURIE WEBSTER**, sales manager KNX Los Angeles, named chairman of sales committee of SCBA. Serving as co-chairman is **MILTON KLEIN**, sales manager, KFWB Los Angeles.

WAYNE TISS and **EVELYN BURKEY** named national chairmen of Awards Structure Committee of National Academy of Television Arts and Sciences. Other national chairmen and their committees are **BEN GRAUER** and **FRED de CORDOVA** (Membership); **LOUIS EDELMAN** and **JAYNE MEADOWS** (Local Awards); **ROYAL BLAKEMAN** and **LOREN RYDER** (New Chapters); **SHELDON LEONARD** and **PAUL TRIPP** (Special Projects), and **HENRY WHITE** and **JOHN GUEDEL** (Activities).

INTERNATIONAL

BRUCE BUTLER, who recently formed Bruce Butler & Associates, Toronto, as representation firm, to representative of Walt Disney Productions in Canada, with offices at Toronto. **TED PEPPLER** and **ALEX STEWART**, previously with Bruce Butler & Associates, have formed Trans-Ocean Radio & Tv Representatives, Toronto, and represent CHLT-AM-TV and CKTS Sherbrooke, Que.; CHCA Red Deer, Alta.; CKRN Rouyn, Que.; CKVD Val d'Or, Que.; CKLS La Sarre, Que.; and CHAD Amos, Que.

ITALIAN MUSIC MAN

Playing the role of a popular song expert on an Italian television quiz program, Perry Como won $1,000 for the Boy's Republic of Italy.

Mr. Como, appearing on the Saturday tv show, *Muscihiere*, (the Music Maker), stepped into the show's regular guest spot in which a celebrity contestant gives his winnings to charity.

Answering questions on song titles and singers, he won $1,000. He matched it with another $1,000 from his own pocket and asked that the total amount be given to the Boys' Republic at Civitavecchia, Italy. Throughout the program, he spoke the Italian Abruzzese dialect of his parents.

because...

- 27.4% more daytime circulation than the other Rochester channel (NCS #2)
- Greatest power
- Unsurpassed local programming and personalities
- Stable labor market with one of the highest per capita incomes
- Best merchandising— best advertising results

Represented by Peters, Griffin, Woodward, Inc.

WROC-TV
NBC—ABC Channel 5
ROCHESTER, NEW YORK

SYMBOL OF SERVICE
A TRANSCONTINENT STATION
WROC-TV, Rochester • WGR Radio, WGR-TV, Buffalo • WSVA Radio, WSVA-TV, Harrisonburg
WNEP-TV, Scranton • WILK-TV, Wilkes-Barre

HERE'S RELIEF

RELIEF FOR THOSE WHO SUFFER FROM THE SYMPTOMS OF

ULCERS

W. B. R., Chicago, says, "Now, at last, since taking U-90 cabbage juice extract tablets, I have no more pain or symptoms of an ulcer. I eat anything I want and sleep all night without the misery I so long endured. I cannot thank you enough for the relief I now enjoy."

U-90 IS A FORMULA GUARANTEED TO RELIEVE THE SYMPTOMS OF ULCERS. TWO TABLETS AFTER EACH MEAL GIVE YOU THE EQUIVALENT OF TWO QUARTS OF CABBAGE JUICE DAILY. SEND $9.95 FOR A BOTTLE OF 100 TABLETS (or send name and address for C. O. D. delivery). DO IT TODAY! YOU MUST BE SATISFIED . . . OR YOUR MONEY BACK!

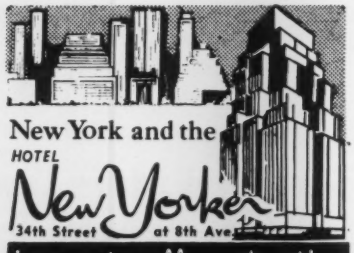
HEALTH-RITE Distributors
P. O. Box 803-B
SIOUX CITY, IOWA

KTTV (TV) Shows Videotape Story In New York, L.A. Presentations

A videotape sales presentation and documented progress report on the revolutionary implications of videotape will be shown to Los Angeles advertising executives, clients and the general public this week during a series of unusual sales telecasts by KTTV (TV) Los Angeles.

KTTV will telecast daily at 9:15 a.m. (Monday through Friday) starting today (Aug. 11) the taped presentation made recently in New York, where a total of 585 advertising executives witnessed the demonstration at the Waldorf Astoria Hotel. In addition the station will telecast it Aug. 13 evening, 7:30-8:30 p.m., pre-empting shows usually seen then. KTTV also purchased time on WOR-TV New York to show the same presentation after receiving many requests for additional showings in New York.

Station account executives have scheduled meetings with leading Southern California agencies in their conference rooms for this week's showings. KTTV account executives will be present to answer questions following the telecasts. The presentation includes a tour of KTTV's videotape facilities and examples of videotaping, including scenes from the station's *Divorce Court*, which goes into tape syndication this month, and commercials produced for Barker Bros. and Squirt.



New York and the HOTEL New Yorker 34th Street at 8th Ave.

just naturally go together

New York's largest skyscraper hotel. 2500 rooms, all with bath and free radio—television in many. Meditation Chapel open to all faiths. Direct entrance to Pennsylvania Station. Facilities from 100 to 1200 for Banquets, meetings, etc. Three air-conditioned restaurants.

LAMP POST CORNER . . . COFFEE HOUSE
GOLDEN THREAD CAFE

from $7 Doubles from $11 Suites from $23

JOSEPH MASSAGLIA JR., President
CHARLES W. COLE, Gen. Mgr.

Other MASSAGLIA HOTELS
- SANTA MONICA, CALIF. Hotel Miramar
- SAN JOSE, CALIF. Hotel Sainte Claire
- LONG BEACH, CALIF. Hotel Wilton
- GALLUP, N.M. Hotel El Rancho
- ALBUQUERQUE, Hotel Franciscan
- DENVER, COLO. Hotel Park Lane
- WASHINGTON, D.C. Hotel Raleigh
- HARTFORD, CONN. Hotel Bond
- PITTSBURGH, PA. Hotel Sherwyn
- CINCINNATI, O. Hotel Sinton
- NEW YORK CITY Hotel New Yorker
- HONOLULU Hotel Waikiki Biltmore

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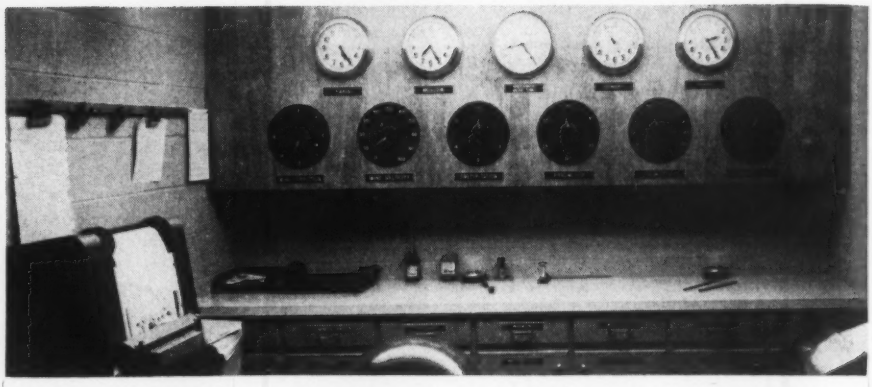
BOOKING OFFICE 200 E. Walton DE 7-6344
BOSTON OFFICE 80 BOYLSTON ST. HU 2-0060

World-famed hotels
Teletype service—Family Plan



'ROUND THE CLOCK weather information is available in the weather station at Fetzer Broadcasting Co.'s new 40,000-sq.-ft. Broadcast House for WKZO-AM-TV Kalamazoo, Mich. With all U. S. Weather Bureau-approved equipment, the stations have immediate access to rainfall humidity, temperature and barometric readings. Wind velocity and direction are measured by equipment located atop the building's 77-foot tower, which also contains microwave equipment for sending WKZO-TV's picture of its transmitter, 10½ miles away.

Listeners Tell WBAB in One Word

A "One-Word" contest was conducted by WBAB Babylon, N. Y., to celebrate its first six months on the air. More than 3,000 listeners responded to WBAB's invitation to tell in one word why they liked to listen to the station. The contest ran during the last two weeks of July, with prizes, more than 30 solar-powered radios and children's bicycles, awarded last week.

Five-Show Contest Plugs Series

Five children's programs on KTRK (TV) Houston, Tex., are featuring a viewer contest to promote the filmed series *Union Pacific*. Youngsters are shown a bin filled with blocks which have all the letters of the alphabet on them and are asked to guess the total number of blocks, then how many times the blocks will spell out *Union Pacific*. The child who guesses correctly wins an expense-paid week's vacation for himself and family at the Bar-K Ranch, near Austin, Tex. The same prize will be awarded the grocer whose name appears most frequently on the Carnation Milk labels which contestants must enclose with their two guesses.

Postage Stunt by WBT-WBTV (TV)

The raising of the postal rates was used by WBT-WBTV (TV) Charlotte, N. C., to make local advertising executives aware of the station's call letters. A note enclosing three 1-cent stamps was sent to admen reminding that postage was going up Aug. 1. The note said that the stamps were to remind the admen of WBTV's ch. 3; the three 1-cent stamps also stood for the three ones in WBT's 1110 frequency.

KSIR Drops 'Money From Heaven'

KSIR Wichita, Kan., which began on-air operations July 26 and in appreciation of its first successful week, stamped a message on all its billings to advertisers and agencies that the bills should not be paid and that advertising contracts started Aug. 1. In a promotion project for listeners, KSIR is awarding $1,000 in cash and $5,000 in gift certificates during its "Money From Heaven" operation. On Aug. 2, a plane dropped coupons for the money and certificates over Wichita and Augusta (Kan.). Coupon serial numbers are announced daily for listeners to become eligible to win.

WGR Listeners Win With Numbers

A new promotion event with listener participation has been launched by WGR Buffalo, N. Y., through the distribution of 100,000 numbered cards called "Freebee" cards. Each card contains a series of nine positioned numbers, any one of which may entitle a listener to free theatre tickets, a car wash, a lunch, etc. Numbers are broadcast each day and the correct number-holders are required to appear at the station for the prizes, which are donated by local merchants.

WICC Contest to Award Meals

Associated Restaurants of Connecticut, a sponsor of a WICC Bridgeport daily d.j. show featuring Frank Delfino, is currently sponsoring a contest open to married-women listeners who compete for eight free meals. Women must complete the sentence "I deserve to eat out at least once a week because . . ." to win. Associated Restaurants' agency is J. Walter Thompson.

ALOHA EXCHANGE

In an exchange of disc jockeys, Jack Lacy of WINS New York is substituting for J. Akuhead Puple on KHVH Honolulu for two weeks, starting last Monday (Aug. 4). In return, Mr. Puple will hold down Mr. Lacy's d.j. assignments at WINS. J. Akuhead Puple (English translation: J. Fishhead Crazy) is a former Brooklynite, Hal Lewis, who migrated to the islands. Mr. Lacy will broadcast as Ho-Olo-He Lacy (English translation: Listen to Lacy).

WIRE Sponsors Awards Consumers

A novel approach by sponsor and station is reported from Indianapolis where John E. Smith Co. (large food broker in Indiana) signed a 13-week contract with WIRE Indianapolis for a 15-minute Mon.-Fri. program, *Pantree Payoff*. Featured are five nationally known food products handled by the advertiser in the Indianapolis market. After each broadcast (11:45-noon), a representative of John E. Smith Co. tours the station listening area in a special "mobile unit" calling on consumers at random. If a housewife has on hand any one or all of the products mentioned daily on the program, she receives $5 for each product (money not claimed that day is added to following day's award until a winner is found). The series was accompanied by intense on-air, newspaper and point-of-sale promotion.

CBS-TV Plans 'Televisit Week'

CBS-TV will play host to 49 women, one from each state, during CBS Daytime Televisit Week, Sept. 13-20, at which time the ladies will be given opportunities to watch production of most of the network's daytime programs including the premiere of *The Jimmy Dean Show*. Women will be selected, in individual state contests scheduled for Aug. 18-29, by local television stations and cooperating newspapers. Winners will serve as special New York correspondents for their newspapers, filing stories about the programs they will visit.

WHTC Finds Expensive Giveaway

The 10th anniversary promotion event at WHTC Holland, Mich., turned out more costly than originally planned. The station announced it would give $2 to anyone who brought in a $1 bill with any of the station's call letters in the serial number. WHTC expected several hundred callers and consequently was surprised when more than 3,500 persons arrived to collect over $5,000 in four hours.

NBC-TV Report to Probe Mafia

NBC News plans to explore the facts and legends behind the Mafia in a half-hour live and film report Aug. 29 (NBC-TV 8:30-9 p.m.), featuring Frank McGee as narrator. Two primary areas of thought—the Mafia as the background of all organized crime in the U. S., as opposed to the Mafia as merely a large Sicilian family affair which just happens to engage in law-breaking activities —will be explored.

WFIL Awards Scholarship Prize

WFIL-AM-FM-TV Philadelphia awarded a $2,000 college scholarship to Joseph M. Downey as the climax to its "Hitch Horse Sense to Horsepower Essay Contest." The contest, directed to teenagers, brought more than 5,000 entries from the WFIL stations' coverage area. Dr. John O. Moore, director of automotive crash injury research at Cornell U., who presented the award, said the contest demonstrated that the teenager has an important contribution to make in solving highway safety problems. The award was made on *American Bandstand*, originated by WFIL-TV for the ABC-TV network.

CONGRATULATIONS *are offered by Roger W. Clipp (l.), vice president of the radio and television division of Triangle Publications Inc. and Dr. John O. Moore (r), director of automotive crash injury research at Cornell U. to Joseph M. Downey (c) of Philadelphia, winner of a $2,000 scholarship in WFIL-AM-FM-TV's "Hitch Horse Sense to Horsepower" traffic safety essay contest.*

KNX Swaps News With Mexicans

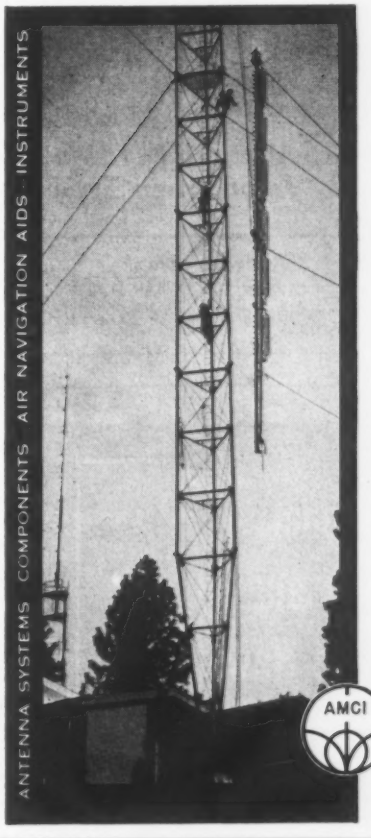
KNX Los Angeles, key station of the CBS Radio Pacific Network, has entered into a reciprocal news-exchange program with XEL Mexico City. XEL will provide the CRPN (fed out of KNX) with Mexican news reports in English in return for which the KNX-CRPN news bureau intends to fill in the Mexico City station with news dispatches from "Gringoland." The exchange was planned, according to CRPN officials, to step up service to Southern California's large Latin audience.

KMOX Plans Series on MEDICO

In a new public affairs series entitled *Operation Medico*, KMOX St. Louis will report the weekly activities of Dr. Thomas Dooley, a St. Louis physician, who, with his wife, will establish headquarters in Laos, Indo-China, under the auspices of MEDICO (Medical International Co-operation). Beginning in the fall, Dr. Dooley will send tape-recorded reports direct from his jungle hospital to St. Louis for immediate airing on KMOX.

WBKB (TV) Flashes Movie Titles

"SUPERliminal advertising"—that's the latest wrinkle in television as tried out by WBKB (TV) Chicago last Monday (Aug. 4). During three time segments on that day, the ABC o&o outlet flashed the title of its late movie ("Blood on the Moon") across the screen. Unlike subliminal advertising, viewers clearly saw the title, flashed



AMCI...

- Omnidirectional TV Transmitting Antennas
- Directional TV Transmitting Antennas
- Tower-mounted TV Transmitting Antennas
- Standby TV Transmitting Antennas
- Diplexers
- Coaxial Switches

...have been proven in service.

Write for information and catalog.

ALFORD *Manufacturing Company*
299 ATLANTIC AVE., BOSTON, MASS.

FACTS...

about Seventh-day Adventist Education

August 16 is Educational Day in your local Seventh-day Adventist churches

√ Education for Adventist youth is stressed as one of the greatest essentials. The system reaches from elementary grades through college, graduate, and professional schools.

√ There are three times as many college graduates, proportionately, among Seventh-day Adventists, as among the general population.

√ Adventist education emphasizes practical skills as well as scientific and literary training. Most students earn a share of their expenses in school-sponsored employment.

√ Adventist colleges are not "Bible colleges" but offer well balanced liberal arts and scientific programs with ministerial training but one curriculum.

√ Adventist ministers are required to complete the Master of Arts degree to be eligible for internship, a two to four-year field training program which must precede actual ordination.

√ Statistics: School operated—4,950; enrollment—256,334; high schools and colleges—278; schools of nursing—32; university, professional centers—2.

√ A statement of Adventist educational philosophy: "True education means more than a preparation for the life that now is. It has to do with the whole being, and with the whole period of existence possible to man. It is the harmonious development of the physical, mental, and spiritual powers. It prepares the student for the joy of service in this world, and for the higher joy of wider service in the world to come."—Ellen G. White.

For an attractive, bound and indexed volume of Adventist information, write:

Seventh-day Adventist Information Services

WORLD HEADQUARTERS:
Washington 12, D. C.
RAndolph 3-0800 • H. B. Weeks

NEW YORK OFFICE:
227 W. 46th Street
JUdson 6-2336 • Helen F. Smith

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings

1

in selected spots during WBKB's *Mr. District Attorney* (2:30-3 p.m.), *Cow Town Rodeo* (6:30-7:30 p.m.) and *Crime Club* (8:30-9:30 p.m.). The station plans a survey to ascertain how many people watched the 10 p.m. feature film on its *Movietime, USA*, according to Sterling C. Quinlan, ABC vice president in charge of WBKB.

WZIP Makes Music Format Switch

WZIP Cincinnati has announced a programming style change that bans rock and roll and the top forty in favor of a good music formula that includes standards, million sale records, best of Broadway, Hollywood sound track and good music albums. WZIP's Sunday schedule calls for mood music with titles, such as "music to relax to" and "music to lunch to." Ed Weston, WZIP general manager, reports that the over-all balance is for strict catering to the adult audience because it is the buying audience.

KBIG Honors Island Visitors

KBIG Santa Catalina, Calif., has launched a daily event to draw attention to its 740 kc position on the dial. The 740th passenger boarding the *S. S. Catalina* each day at Los Angeles harbor for the cruise to Avalon is awarded prizes, including lunch, dancing and sightseeing for two, to make the island visit more enjoyable. KBIG d.j. Carl Bailey interviews the traveler by ship-to-shore radiophone on weekdays, and in person on his *Catalina Cruise* broadcast from ship on Saturdays and Sundays.

'TV Guide' Sponsors Tv Tours

For the sixth successive year Philadelphia's three television stations have cooperated with the Philadelphia edition of *Tv Guide* magazine in weekly tours of the stations during the spring and summer months. The tours, called "TV Guide-ed Tours," are held each Thursday and attract approximately 1,200 people during the season.

Tv Guide handles ticket and reservation details and arranges for transportation from a central city location. The visits begin at WFIL-TV, followed by a hotel luncheon with WRCV-TV personalities, and conclude at WCAU-TV where the party attends a telecast in which some tour members participate. Tour promotion includes tv spots, ads in the magazine and card displays in the 2,500 Philadelphia Transportation Co. vehicles. Tour tickets cost $2.25 for adults and $1.75 for children.

REMOTE COOK-UP

Holsum Bakeries, Shreveport, La., snapped up that city's KTBS-TV live coverage of Miss U.S.A.'s visit July 31 to her home in Bossier City, La. The American beauty, Eurlyne Howell, decided to take the brief trip home just 24 hours before arriving. In that time KTBS-TV arranged for the half-hour remote broadcast and sold it to Holsum.

WRCA-TV TRAINS EMIGRE MARKET

Television will meet a stern test starting today (Aug. 11) as WRCA-TV New York launches an English instruction course designed to tear down the imposing language barrier that has hampered assimilation of the Puerto Rican settler cast adrift in Baghdad-on-the-Subway.

Station officials, working cooperatively with the Commonwealth of Puerto Rico's Dept. of Labor and the Harvard U. Language Research Center, express hope that the Monday-Friday early-morning series—beamed at the 79% of Spanish-speaking families owning tv sets—will speed integration in the nation's most-densely populated market. "We are prompted by obligations of good citizenship," station officials say. But more importantly, "we recognize the realities of pure economics—unless the Puerto Rican labor force assimilates itself, many industries now coming to rely more and more on this new group of workers will leave New York."

The series, which began this morning at 6:30-7 a.m., is titled *Aqui se Habla Ingles* or "English Spoken Here." It is conducted by Jose L. Roman, labor editor of *El Diario de Nueva York*, Spanish-language newspaper, and Clara L. Barbeito, Cuban-born language instructor, now with the foreign department of McGraw-Hill Book Co. According to WRCA-TV producer Pat Farrar, the series is not just limited to use of the English language, grammar and idiom; it also will take up such topics as relocation, rentals, unemployment, police protection, etc.

WRCA-TV general manager William N. Davidson explains that the series is designed as "public service." But should the programs prove "very successful," the station would "not be averse" to opening up the 6:30-7 a.m. period to advertisers; additionally, it would "consider" videotaping the programs for evening programming.

This "experiment" will be watched by a number of national advertisers and their agencies who have been haunted by the phrase *Aqui se Habla Espanol*—"Spanish Spoken Here." While a number of them—such as Anheuser-Busch and Colgate-Palmolive Co.—have made a bid for the 970,000 Spanish-speaking New Yorkers by purchasing time on WWRL, WHOM and WEVD, New York radio stations which allocate a substantial amount of time to Spanish-language broadcasts, the majority have had to forfeit this growing market. According to Joseph Monserrat, assistant chief of the Puerto Rican Labor Dept.'s Migration Div., the Puerto Rican, unfamiliar with the English language and U. S. customs, is frightened out of the supermarket and into patronizing the local "bodega" or corner grocery. More often than not, the consumer purchases imported brands rather than unfamiliar products.

PRODUCTION *details for WRCA-TV's Puerto Rican Americanization course are discussed by (l to r) Clara L. Barbeito, English instructor; Jose Lumen Roman, program host; William N. Davidson, general manager of WRCA and WRCA-TV, and Patricia Farrar, manager of the WRCA-TV public affairs department and producer of the program.*

The most significant factor in the Puerto Rican market is its rapid growth. By 1970, according to a municipal survey, 13.5% of Greater New York's population will be Puerto Rican born—1,160,000 potential customers of package goods.

Tv Math Causes Run on Books

In the first three weeks that WNTA-TV Newark carried a post-midnight course dealing with algebra and trigonometry, almost 650 textbooks used for instruction were sold by Barnes & Noble, New York, textbook publishers, station officials have reported. The program, *Midnight College*, is carried over WNTA-TV in cooperation with Fairleigh Dickinson U., Rutherford, N. J. Other sales credited to the course by Barnes & Noble are 155 copies of supplementary text books and more than 90 slide rules.

WTVJ (TV) Hosts 'Family Day'

More than 6,000 persons visited studios of WTVJ (TV) Miami, Fla., during the station's "Family Day at WTVJ" July 26. The open house guests received free refreshments, bakery goods, movie passes, toys and buttons which noted "I spent the Day With WTVJ." Final stop on the tour was a carousel with free rides for the children. The event was the first of a five-week "Family Days" celebration, which will close Labor Day after "Heat Wave" and "Treasurer Hunt" contests.

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Station Authorizations, Applications

As Compiled by BROADCASTING

July 31 through Aug. 6

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

New Tv Stations

ACTIONS BY FCC

Sacramento, Calif.—Central Calif. Educational Tv—Granted ch. *6; ERP 89.1 kw visual, 44.7 kw aural. P. O. address Box 1882, Sacramento. Announced July 31.

Dallas, Tex.—Area Educational Tv Foundation—Granted ch. *13; ERP 57.5 kw visual, 28.8 kw aural. P. O. address % E. O. Cartwright, 1310 Davis Bldg., Dallas. Announced July 31.

Existing TV Stations

ACTIONS BY FCC

KOVR-TV Stockton, Calif.—Granted waiver of Sect. 3.652 to permit KOVR-TV to identify itself as Sacramento as well as Stockton.

WTCN-TV Minneapolis, Minn.—Granted waiver of Sect. 3.652 to permit WTCN-TV to identify itself as St. Paul as well as Minneapolis.

KOTV (TV) Tulsa, Okla.—By letter, is being reminded of requirements under Commission's editorializing report as result of complaint alleging unfair treatment of the subscription-tv issue. Commissioner Craven dissented. Announced July 31.

WNEP-TV Scranton, Pa.—Granted waiver of Sect. 3.652 to permit WNEP-TV to identify itself as Wilkes-Barre as well as Scranton.

KTES-TV Nacogdoches, Texas—Granted cp for private tv intercity relay system for off-the-air pickup of programs of **KTRK-TV** (ch. 13), Houston. Announced July 31.

KCEN-TV Temple, Texas—Granted waiver of Sect. 3.652 to permit KCEN-TV to identify itself as Waco as well as Temple.

Translators

ACTIONS BY FCC

Central Idaho Tv Inc., Grangeville, Idaho—Granted cp for a new tv translator station on ch. 81 to translate programs of **KHQ-TV Spokane, Wash.**, to serve Grangeville, Cottonwood, Craigmont and Nezperce.

Frostburg Community Tv Inc., Frostburg, Md.—Granted cp for new tv translator station on ch. 78 to translate programs of **WTOP-TV Washington, D. C.**

Binghamton Press Co. Inc., Johnson City and Vestal, N. Y. Hillcrest and Chenango Bridge, N. Y.—Granted cps for two new tv translator stations to translate programs of its station **WINR-TV** (ch. 40) in Binghamton—one on ch. 78 to serve Johnson City and Vestal and other on ch. 81 to serve Hillcrest and Chenango Bridge.

California Oregon Television Inc., Cow Creek Area, Ore.—Granted cps for two new tv translator stations on chs. 71 and 73 to translate programs of own stations **KBES-TV** (ch. 5), **Medford**, and **KOTI-TV** (ch. 2), **Klamath Falls.** Commissioner Ford absent. Announced July 31.

North Sherman Television Co-op Wasco, Ore.—Granted cps for three new tv translator stations on chs. 71, 75 and 81 to translate programs of **KPTV (TV), KGW-TV** and **KOIN-TV**, all **Portland.**

New Am Stations

ACTIONS BY FCC

Dadeville, Ala.—J. C. Henderson—Granted 910 kc, 500 w D. P. O. address Box 392, Alexander City, Ala. Estimated construction cost $16,703, first year operating cost $20,000, revenue $27,000. Sole owner **Henderson** has interest in **WRLD-AM-FM Lanett, Ala.** Announced July 31.

Lawrenceville, Ga.—Radio Gwinnett—Granted 1360 kc, 1 kw D. P. O. address Eathel Holley, 5800 Brookgreen Rd., Atlanta 5, Ga. Estimated construction cost $6,710, first year operating cost $24,000, revenue $36,000. Owners are **Eathel Holley, Leslie E. Gradick Jr.** and **Stephen B. McGarity** (each ⅓), Mr. Holley is radio engineer; Mr. Gradick is engineer; Mr. McGarity is peace officer. Announced July 31.

Quitman, Ga.—Emerson Browne—Granted 1580 kc, 5 kw D. P. O. address Box 632, Quitman. Estimated construction cost $24,266, first year operating cost $36,000, revenue $48,000. Sole owner **Browne** also owns **WSFB Quitman** and one-third of **WCLB Camilla, Ga.** Announced July 31.

Copperhill, Tenn.—Copper Basin Bcstg. Co. Inc.—Granted 1400 kc, 250 w unl. P. O. address Box 415, Bryson City, N. C. Estimated construction cost $12,925, first year operating cost $36,000, revenue $43,500. Owners are **Blaine Goss, Clint Goss** and **Leon H. Beaver** (each ⅓). Blaine Goss has motel interests; Messrs. Clint Goss and Leon Beaver are manager and assistant, respectively, of grocery. Announced July 31.

Lafayette, Tenn.—Lafayette Bcstg. Co.—Granted 1460 kc, 1 kw D. P. O. address Marvin Leslie, Box 79, Livingston, Tenn. Estimated construction cost $19,873, first year operating cost $24,000, revenue $36,000. Owners are **Marvin Leslie, Mitchell Leslie** and **Denton D. Norris** (each ⅓). Messrs. Leslie and Leslie are businessmen; Dr. Denton is physician. Announced July 31.

Orofino, Idaho—Clearwater Bcstg. Co.—Granted 950 kc, 500 w D. P. O. address Eugene A. Hamblin, 2829 Country Club Dr., Lewiston, Ore. Estimated construction cost $4,750, first year operating cost $21,600, revenue $25,200. Owners are **John H. Matlock** and **Eugene A. Hamblin** (each 50%). Mr. Matlock is 60% partner and general manager of **KOZE Lewiston, Idaho.** Mr. Hamblin is 40% partner and commercial manager of same station. Announced July 31.

Lake City, Fla.—George S. Walker Jr.—Granted 960 kc, 500 w D. P. O. address Rhine, Ga. Estimated construction cost $13,706, first year operating cost $36,500, revenue $45,000. Mr. Walker, farming and cattle interests, will be sole owner. Announced July 31.

Potosi, Mo.—Franklin County Bcstg. Co.—Granted 1280 kc, 500 w D. P. O. address % Radio Station KLPW, Box 72, Union, Mo. Estimated construction cost $9,380, first year operating cost $34,500, revenue $39,000. Principals include **Leslie P. Ware** and others. Mr. Ware is president and principal stockholder of **KNIM Maryville, Mo.,** and **KLPW Union, Mo.** Announced July 31.

Crane, Tex.—Joseph E. Young—Granted 1380 kc, 1 kw D. P. O. address Box 638, Andrews, Tex. Estimated construction cost $18,014, first year operating cost $12,000, revenue $20,000. Mr. Young, sole owner, is owner-operator of **KACT Andrews, Tex.** Announced July 31.

Fort Collins, Colo.—Horsetooth Bcstg. Co.—Granted 600 kc, 1 kw D. P. O. address John E. Aldren, 171 South Fenton St., Denver, Colo. Estimated construction cost $24,610, first year operating cost $48,620, revenue $56,020. Principals include **John E. Aldren** (20%), **Carl G. Hoffman, Cecil H. Boyd, Dr. Earl J. Boyd, Harvey H. Corske** (each 10%) and others. Mr. Aldren is salesman for **KOA Denver, Colo.** Mr. Hoffman, Mr. Boyd and Mr. Corske, each have various business interests. Announced July 31.

APPLICATIONS

Enterprise, Ore.—Wallowa Valley Radio 1340 kc, 250 w unl. P. O. address 307 W. Main St., Enterprise. Estimated construction cost $10,000, first year operating cost $35,000, revenue $40,000. Owners of applicant also have interest in **KUGN-AM-FM Eugene, KBZY Salem** and **KUMA Pendleton, all Oregon.** Announced Aug. 6.

Madras, Ore.—Jefferson County Bcstg. Co. 900 kc, 1 kw D. P. O. address Box 357, Madras. Estimated construction cost $15,863, first year operating cost $25,344, revenue $30,000. One-third owners: **Howard Turner,** retired; **Louis Kinkade,** builder, and **William Robinson,** newspaper publisher. Announced July 31.

Orangeburg, S. C.—Frank Best Jr. 1440 kc, 1 kw D. P. O. address 377 Scoville Rd., Orangeburg. Estimated construction cost $15,420, first year operating cost $25,172, revenue $30,696. Sole owner Best is **WDIX Orangeburg** sales executive. Announced July 31.

Madison, S. D.—Madison Bcstrs. 1570 kc, 250 w D. P. O. address 4780 Kenmore Terrace, San Diego, Calif. Estimated construction cost $10,290, first year operating cost $24,000, revenue $30,000. Aircraft assembler **James Grisham** and field engineer **John Ecklin** are equal partners. Announced July 31.

Salt Lake City, Utah—Fortune Bcstg. 1470 kc, 1 kw D. P. O. address 1345 Mission St., San Francisco. Estimated construction cost $25,700, first year operating cost $46,000, revenue $53,000. Equal partners are San Francisco businessmen **Harry Saxe Jr.** and **Jack Falvey.** Announced Aug. 6.

Existing Am Stations

ACTIONS BY FCC

KIEM Eureka, Calif.—Granted change of directional ant. on 1480 kc from DA-1 to DA-N, continued 5 kw unl. operation; remote control permitted daytime. Announced July 31.

WVLK Lexington, Ky.—Granted increase of daytime power from 1 kw to 5 kw, with DA-2, continuing operation on 590 kc with 1 kw-N; engineering conditions. Announced July 31.

New Fm Stations

ACTIONS BY FCC

Arlington, Calif.—La Sierra College*—Granted 89.7 mc, 1.68 kw. P. O. address % W. Fletcher Tarr, Dept. of Speech. Estimated construction cost $15,350, first year operating cost $500. Announced July 31.

Elmira, N. Y.—Elmira College*—Granted 88.1 mc, 10 w. P. O. address % Harold Throop Jr. Estimated construction cost $21,712, first year operating cost $1,750. Announced July 31.

Winston-Salem, N. C.—Winsonett Inc.—Granted 107.5 mc, 1.536 kw. P. O. address 117 East 3rd St., Winston-Salem. Estimated construction cost $2,206, first year operating cost $2,820, revenue $9,000. Owners are **Allan Godwin, E. Frederick Bennett, Edward Simpson, David Odom** (21.42% each) and others. Mr. Godwin is in feed and farm supply. Mr. Bennett is former chief engineer, **WAAA Winston-Salem.** Mr. Simpson is clothing retailer. Mr. Odom owns restaurant. Announced July 31.

Salem, Ohio—Russell C. Jones—Granted 105.1 mc, 100 kw unl. P. O. address 1090 Jones Drive, Salem. Estimated construction cost $36,725, first year operating cost $24,000, revenue $24,000. Sole owner **Jones** is in radio and tv sales communication service, etc. Announced July 31.

Gainesville, Tex.—Gainesville Bcstg. Co.—Granted 94.5 mc, 2.48 kw. P. O. address Box 222, Gainesville. Estimated construction cost $9,195, first year operating cost $10,000, revenue $12,000. Applicant is licensee of **KGAF Gainesville.** Announced July 31.

Edmonds, Wash.—King's Garden Inc.—Granted 105.3 mc, 17.5 kw. P. O. address Seattle 33, Wash. Estimated construction cost $44,700, first year operating cost $18,000, revenue $24,000. Applicant owns **KGDN Edmonds.** Announced July 31.

National City, Calif.—James Harmon—Granted 99.3 mc, 532 kw. P. O. address 8615 La Jolla Scenic Dr., La Jolla, Calif. Estimated construction cost $12,403, first year operating cost $12,000, revenue $14,000. Mr. Harmon, sole owner, is president of Calif. Bcstrs. Inc. Announced July 31.

APPLICATIONS

San Diego, Calif.—Barbary Coast Records Inc., 106.5 mc, 3.5 kw. P. O. address 4430 Santa Monica Blvd., Los Angeles. Estimated construction cost $4,250, first year operating cost $24,000, revenue $30,000. Applicant is manufacturer of phono-

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graph records. Largest single stockholder is president and manager, **Albert Latauska,** who is in record distribution as well. Announced July 31.

Coral Gables, Fla.—Peninsular Bcstg. Corp., 105.1 mc, 18.35 kw. P. O. address Box 1815, Coral Gables. Estimated construction cost $19,470, first year operating cost $10,000, revenue $12,000. Applicant is licensee of **WVCG Coral Gables.** Announced Aug. 6.

Topeka, Kan.—Charles Axton, 106.9 mc, .760 kw. P. O. address Box 538, Topeka. Estimated construction cost $7,520, first year operating cost $6,000, revenue $9,000. Sole owner Axton also owns **KTOP Topeka.** Announced Aug. 1.

Buffalo, N. Y.—Transcontinent Tv. Corp., 102.5 mc, 17.52 kw. P. O. address 70 Niagara St., Buffalo. Estimated construction cost $31,575, first year operating cost $20,500, revenue $21,000. Applicant, which has over 20 stockholders, is licensee of **WGR-AM-TV Buffalo.** It also owns 60% of **WNEP-TV Scranton** and **WILK-TV Wilkes-Barre,** both **Pennsylvania,** and 50% of **WSVA-AM-TV Harrisonburg, Va.** Announced July 31.

Rochester, N. Y.—Transcontinent Tv Corp., 97.9 mc, 18 kw. P. O. address 70 Niagara St., Buffalo. Estimated construction cost $31,575, first year operating cost $20,500, revenue $21,000. Applicant, which has over 20 stockholders, is licensee of **WGR-AM-TV Buffalo.** It also owns 60% of **WNEP-TV Scranton** and **WILK-TV Wilkes-Barre,** both **Pennsylvania,** and 50% of **WSVA-AM-FM-TV Harrisonburg, Va.** Announced July 31.

Eugene, Ore.—KEED Inc., 92.9 mc, 1.12 kw. P. O. address Box 696, Springfield, Ore. Estimated construction cost $7,770, first year operating cost $4,000, revenue $10,000. Owners are **Mr. and Mrs. Glen Stadler** who own **KEED Springfield.** Announced Aug. 1.

Marinette, Wis.—M & M Bcstg. Co., 92.9 mc, 1.12 kw. P. O. address % Radio Station WMAM, Marinette. Estimated construction cost $27,900, first year operating cost $27,500, revenue $30,000. Applicant is licensee of WMAM. Announced Aug. 1.

Milwaukee, Wis.—The Journal Co., 94.1 mc, 2.81 kw. P. O. address 333 W. State St., Milwaukee. Estimated construction cost $29,460, first year operating cost $24,960, revenue $18,720. Applicant, publisher of *Milwaukee Journal,* is licensee of **WTMJ-AM-TV** there. Announced Aug. 4.

Tacoma, Wash.—Clay Frank Huntington, 106.3 mc, .851 kw. P. O. address 201 South Fifth St., Tacoma. Estimated construction cost $6,680, first year operating cost $4,200, revenue $18,000. Sole owner Huntington is in advertising. Announced July 31.

Existing FM Stations

ACTIONS BY FCC

WRLD-FM Lanett, Ala.—Granted application to move trans. to site of WRLD (AM) and waived Sec. 3.205 (a) of rules to change station location to Lanett, Ala.-West Point, Ga.; change ERP from 10 kw to 8.5 kw and ant. from 330 to 165 ft.; engineering conditions. Announced July 31.

WQXT-FM Palm Beach, Fla.—Granted SCA to engage in functional music operation on multiplex basis. Announced July 31.

Ownership Changes

ACTIONS BY FCC

WTCB Flomaton, Ala.—Granted transfer of control from **W. L. Kline,** et al., to **Andrew J. Lee,** et al.; consideration $47,500. Comr. Ford absent. Announced July 31.

KVOA Tucson, Ariz.—Granted assignment of licenses to **Gordon Bcstg. of Tucson (Sherwood R. Gordon,** who also owns **WSAI-AM-FM Cincinnati, Ohio,** and **KBUZ** and **KTYL-FM Mesa, Ariz.**); consideration $156,750 plus lease of certain equipment for 5 years at $400 a month. Announced July 31.

KCSB San Bernardino, Calif.—Granted assignment of license and cp to **M. V. W. Radio Corp. (Raymond T. McKenzie,** president); consideration $150,000. Announced July 31.

KGEN Tulare, Calif.—Granted assignment of licenses to **The R Street Corp. (R. C.** and **George T. McMahan** who control **KMAK Fresno**); consideration $75,000. Announced July 31.

KLMO Longmont, Colo.—Granted assignment of license to **Judson G. Rosebush;** consideration $68,000. Announced July 31.

WAVP Avon Park, Fla.—Granted assignment of license to **Albert B. Gale;** consideration is rental of property at $625 per month with option to buy for $42,500 less 80% of rent paid. Announced July 31.

WKTS Brooksville, Fla.—Granted assignment of license from **Elmo B. Kitts** to **William W. Johnson** and **W. L. Waring Jr.,** d/b as **Brooksville Bcstg. Service,** consideration $15,000. Announced July 31.

WMBR-AM-FM Jacksonville, Fla.—Granted assignment of licenses and SCA to **WMBR Inc. (WWDC-AM-FM Washington, D. C.);** consideration $375,000. Announced July 31.

WFKB Key West, Fla.—Granted transfer of control from **J. M. Fernandez,** et al., to **Roth E. Hook** (interest in **WDOB Canton,** and **WMAG Forest, Miss.; WRUS Russellville, Ky.,** and **WRAG Carrollton, Ala.**); consideration $19,100. Comr. Ford absent. Announced July 31.

WDEC Americus, Ga.—Granted transfer of control from **T. O. Marshall Jr.,** et al., to **Charles C. Smith** (present stockholder); consideration $20,511 for 83.95%. Comr. Ford absent. Announced July 31.

WCEH Hawkinsville, Ga.—Granted acquisition of positive control by **Dallam R. Jackson** through purchase of 60% of stock from **Robert T. Ragan** and **W. H. Griffin** for $40,000. Comr. Ford absent. Announced July 31.

WJEM Valdosta, Ga.—Granted (1) renewal of license and (2) assignment of licenses to **J. E. Massey Jr., Sue N. Massey** and **J. C. Johnson,** d/b as **Lowndes County Bcstg. Co.;** consideration $45,000 for 60% of stock. Announced July 31.

KIPA Hilo, Hawaii—Granted transfer of control from **Bryson R. Gardner** to **Alan H. Pollock;** consideration $42,500. Comr. Ford absent. Announced July 31.

WHLT Huntington, Ind.—Granted assignment of license to **Radio Huntington Inc. (William J. Warren,** president); consideration of $68,000 includes $48,000 for agreement by assignor not to compete for 5 years. Announced July 31.

KAPK Minden, La.—Granted assignment of license to **Cyril Reddoch** and **Ralph L. Hooks** (interest in **KDLA De Ridder, La.; KREH Oakdale, La.,** and **KSTV Stephenville, Tex.**), d/b as **Dixie Bcstrs.;** consideration $42,500. Announced July 31.

WAHL Hastings, Mich.—Granted assignment of license to **Barry Bcstg. Co. (R. S. Greenhoe,** president); consideration $42,000 and lease of studio space for $100 a month. Announced July 31.

WWOK Charlotte, N. C.—Granted assignment of licenses to **Radio Charlotte Inc. (Sherwood J. Tarlow,** president, has interest in **WHYE Roanoke, Va.; WARE Ware, Mass.,** and **WHIL Medford, Mass.**); consideration $160,000 plus $30,000 for 3-year agreement not to compete. Announced July 31.

WRSA Saratoga Springs, N. Y.—Granted transfer of negative control to **Jack Oranch** through purchase of 50% of stock from **Richard O'Connor** for $10,123. Comr. Ford absent. Announced July 31.

KTVQ (TV) Oklahoma City, Okla.—Granted assignment of cp (not on air) to **Independent School District No. 89 of Oklahoma County;** no monetary consideration. Though commercial tv station authorization, assignee proposed to op-

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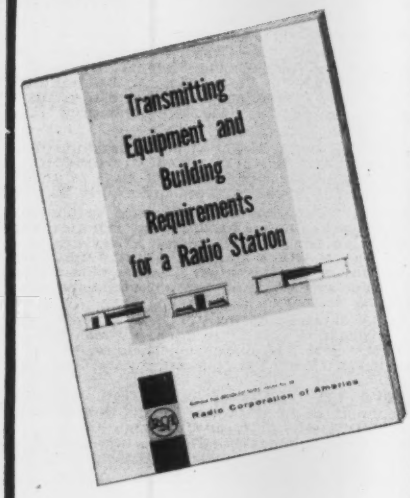

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erate it on nonprofit basis for educational purposes. Also operates noncommercial educational fm station **KOKH-FM** in that city. Oklahoma Educational Television Authority operates noncommercial educational tv station **KETA** on ch. 13 in Oklahoma City. Announced July 31.

KBEV Portland, Ore.—Granted assignment of cp to **Coast Bcstg. Corp. (Dawkins Espy,** who has interest in **KIKK Bakersfield, Calif.,** and **KINK Phoenix, Ariz.**); reimbursement of $5,000 expenses. Announced July 31.

WPFM (FM) Providence, R. I.—Granted (1) renewal of license and (2) assignment to **Golden Gate Corp. (Harold C. Arcaro,** president, has interest in **WRIB** and **WNET (TV) Providence**); consideration $10,000. Comr. Ford absent. Announced July 31.

KAZZ (FM) Austin, Tex.—Granted assignment of licenses and SCA to **Audioland Bcstg. Co.**; consideration $15,000. Announced July 31.

KBST Big Spring, Tex.—Granted assignment of licenses to **Affiliated Newspapers Inc. (R. W. Whipkey,** president, has interest in **KBST-TV Big Spring**); consideration $100,000. Announced July 31.

KHAD-TV Laredo, Tex.—Granted assignment of cp to **Southwestern Publishing Co.**; consideration $190,000. Assignee is wholly owned by **Donald W. Reynolds** who owns or controls **KBRS Springdale,** and **KFSA-AM-TV Fort Smith, Ark.; KHBG Okmulgee, Okla.; KLRJ-TV Henderson, Nev.,** and **KOLO-AM-TV Reno,** and **KORK Las Vegas, Nev.** Comr. Bartley dissented. Announced July 31.

KRWS Post, Tex.—Granted assignment of license to **Grady F. Maples** and **R. B. McAllister,** d/b as **The Maples-McAllister Bcstg. Co.**; consideration $23,017. Announced July 31.

KAYE Puyallup, Wash.—Granted assignment of license to **Henry Perozzo** and **Alvis E. Owens** d/b as **KAYE Ltd.**; consideration $17,810. Announced July 31.

Mount Ranier Radio & Tv Bcstg. Corp., KJR Seattle, Wash.; KNEW Spokane, Wash.; KXL Portland, Ore.—Granted assignment of licenses to **Essex Productions Inc.,** and **Dena Pictures Inc.,** d/b as **Seattle, Portland** and **Spokane Radio**; assignee liquidating assignor, which it owns. **Danny Kaye** is president of assignee. Announced July 31.

WCHF Chippewa Falls, Wis.—Granted assignment of license to **Stephen P. Bellinger,** et al., d/b as **Radio Chippewa**; consideration $73,000. Assignee stockholders have interest in **WVMC Mt. Carmel; WRAM Monmouth,** and **WIZZ Streator, Ill.** Announced July 31.

APPLICATIONS

WDMF Buford, Ga.—Seeks assignment of license from **David** and **Madeleine Fleagle** d/b as **Gwinnett County Bcstg. Co.** to **Lanier Bcstg. Co.** for $62,000. New owners, equal partners, are **C. S. Conklin,** banker, and **R. L. Schuessler** of **Hollingbery Co.** Announced Aug. 6.

WMSN Raleigh, N. C.—Seeks transfer of control of licensee from **B. H. Ingle Sr., Maude Ingle** and **Ruth Johnson** to **John Greene Jr.** for approximately $90,700. Mr. Green is music publisher. Announced Aug. 6.

WSMN Nashua, N. H.—Seeks assignment of license from **Merrimack Valley Bcstg. System Inc.** to **Merrimack Valley Bcstg. Corp.** for $80,000. New owner is **Roland Genest,** food broker. Announced Aug. 6.

Hearing Cases

INITIAL DECISIONS

Hearing Examiner H. Gifford Irion issued initial decision looking toward granting application of **Austin Radio Co.** for new am station to operate on 970 kc, 1 kw, D, DA, in Austin, Tex. Announced Aug. 5.

Hearing Examiner Herbert Sharfman issued initial decision looking toward granting application of **Mecklenburg Bcstg. Co.** for new am station to operate on 980 kc, 500 w, D, in Chase City, Va.; engineering condition. Announced Aug. 5.

OTHER ACTIONS

By order, Commission denied request by **Interlake Bcstg. Corp.** and **Mesabi Western Corp.** for reconsideration of July 23 309-b letter; and designated for hearing application for assignment of license of station **KLAN Renton, Wash.,** from Interlake to Mesabi. Chairman Doerfer and Comr. Craven dissented. Announced Aug. 1.

By order, Commission denied that part of a July 25 joint petition by **W. S. Butterfield Theatres Inc.,** and **Trebit Corp.** requesting stay of Commission July 9 action affirming grant of a construction permit to **WJR, The Goodwill Station Inc.,** for new tv station **(WJRT)** to operate on Ch. 12 in **Flint, Mich.**; reserved consideration of petitioners' request for reconsideration of grant. Comr. Lee dissented; Comrs. Ford and Cross not participating. Announced Aug. 1.

By order, Commission, on its own motion, stayed, until further order, effective date of July 18 report and order insofar as document deleted Ch. 73 from **Youngstown, Ohio,** and assigned it to **Pittsburgh, Pa.,** and modified cp of station **WXTV Youngstown,** to specify operation on Ch. 33 instead of Ch. 73. Comr. Ford not participating. Announced Aug. 1.

By memorandum opinion and order, Commission granted petition by **Mid-American Bcstrs. Inc. (KOBY), San Francisco, Calif.,** for reconsideration of April 22 assignment to **Intercontinental Bcstg. Corp.** of call letters KOFY for latter's am station in San Mateo, to extent of designating matter for evidentiary hearing; made KOBY party to proceeding. Chairman Doerfer and Comrs. Craven and Cross dissented.

By order, Commission denied petition of **KSTP Inc.** (KSTP), **St. Paul, Minn.,** for interim stay of effective date of May 21 grant of application of **Broadcasters of Burbank Inc.,** to change facilities of station **KBLA Burbank, Calif.,** until action is taken on KSTP's petition for reconsideration of said grant.

By memorandum opinion and order, granted protests by **KPOL-FM** and **KNX-FM,** both **Los Angeles, Calif.,** and postponed effective date of June 4 grant of cp to South Bay Bcstg. Co. for new Class A fm station **(KAPP)** at **Redondo Beach, Calif.** pending evidentiary hearing; made protestants parties to proceeding.

Granted petitions by **WMBO Inc.,** and **Auburn Publishing Co.,** licensees, respectively, of WMBO and WMBO-FM, **Auburn, N. Y.,** to extent of providing for subsequent hearing on application of **Herbert P. Michels** for cp for new am station **(WAUB)** at Auburn (granted May 22) and directed WMBO and WMBO-FM to submit applications for renewal of licenses in order that they may be consolidated, if necessary, in a comparative proceeding with WAUB. Comrs. Hyde, Lee and Cross dissented.

Donner Bcstg. Co., Truckee, Calif.; Lakeside Bcstrs., Sparks, Nev.; Truckee Bcstrs., Truckee, Calif.—Designated for consolidated hearing applications for new am stations to operate on 1270 kc, D; Donner and Truckee with 500 w and Lakeside with 1 kw. Announced July 31.

WSBS Berkshire Bcstg. Co. Inc., Great Barrington, Mass.; Naugatuck Valley Service, Inc., Naugatuck, Conn.—Designated for consolidated hearing applications of Naugatuck for new am station to operate on 860 kc, 250 w, DA, D, and WSBS to increase power from 250 w to 1 kw with DA, continuing operation on 860 kc, D; made **WTEL Philadelphia, Pa.,** party to proceeding. Announced July 31.

Norman O. Protsman, Valdosta, Ga.—Designated for hearing application for new am station

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to operate on 1450 kc, 250 w, S.H. Announced July 31.

Santa Monica Bcstg. Co., Santa Monica, Calif.—Designated for hearing application for new Class A fm station to operate on 103.1 mc, made **KGLA Los Angeles**, and **Hall Bcstg. Co. Inc.**, applicant for new Class B fm station in Los Angeles, parties to proceeding. Announced July 3.

Harold Lampel, Garden Grove, Calif.—Designated for hearing application for new Class A fm station to operate on 94.3 mc; made **KVFM San Fernando** and **KRHM Los Angeles**, parties to proceeding. Announced July 31.

Sanford L. Hirschberg and **Gerald R. McGuire, Cohoes-Watervliet, N. Y.**—Designated for hearing application for new am station to operate on 1300 kc, 1 kw, during specified daytime hours; made **WRSA Saratoga Springs; WHAZ Troy**, and **WPOW** and **WEVD, New York City**, parties to proceeding. Announced July 31.

Routine Roundup

Commission finalized rule making and amended Class B fm allocation plan by adding ch. 298 to **Winston-Salem, N. C.**, and adding ch. 233 to **Gainesville, Tex.**, by substituting ch. 246 for ch. 236 in **Sherman, Tex.**, both effective immediately. Announced July 31.

ACTIONS ON MOTIONS

By Commissioner T. A. M. Craven on July 29

Granted petition by **Four Corners Bcstg. Co.**, for extension of time to Aug. 7 to file responsive pleadings in connection with parties' requests for enlargement of issues and in connection with Four Corners' petition for dismissal of application of **Farmington Bcstg. Co.**, in **Farmington, N. M.**, tv ch. 12 proceeding.

By Chief Hearing Examiner James D. Cunningham on dates shown

Scheduled hearing for Oct. 20 in proceeding on am applications of **The Henderson County Bcstg. Co. (KBUD), Athens, Tex.**, and **University Advertising Co., Highland Park, Tex.** Action July 25.

Granted petition by **Latin-American Bcstg. Corp., Monterey Park, Calif.**, for dismissal without prejudice of its am application and retained in hearing status **Radio Orange County Inc., Anaheim, Calif.**, and **Anaheim-Fullerton Bcstg. Co. Inc., Anaheim-Fullerton, Calif.** Action July 31.

By Hearing Examiner Annie Neal Huntting on July 31

Continued hearing from Oct. 10 to 17, and scheduled second hearing session for Oct. 28 in proceeding on am applications of **Clarion Bcstg. Co.**, and **County Bcstg. Co.**, Clarion, Pa.

By Hearing Examiner Millard F. French on August 1

Granted petition by **Raymond P. McMillin** to substitute him for **Raymac Inc.**, as party respondent in proceeding on am application of **WLBE Inc. (WLBE), Leesburg-Eustis, Fla.**

By Hearing Examiner Basil P. Cooper on July 30

Scheduled a prehearing conference for Sept. 12 on am applications of **Leavenworth Bcstg. Co. (KCL), Leavenworth, Kan.**, et al.

Scheduled further prehearing conference in proceeding on fm applications of **Armin H. Wittenberg Jr., Los Angeles, Calif.**, and **Pasadena Presbyterian Church, Pasadena, Calif.**, for 2 p.m., July 31.

By Hearing Examiner Charles J. Frederick on July 30

Granted motion of **WTAF Inc.**, to substitute itself as party in place of **Community Bcstg. Co.**, in proceeding on application of **WHAS Inc.** (WHAS-TV, ch. 11), **Louisville, Ky.**, for cp to change trans. and ant. location.

By Hearing Examiner H. Gifford Irion on July 29

Advanced hearing from Sept. 8 to August 1 in proceeding on am applications of **Latin-American Bcstg. Corp., Monterey Park, Radio Orange County Inc., Anaheim**, and **Anaheim-Fullerton Bcstg. Co., Inc., Anaheim-Fullerton**, all **California.**

BROADCAST ACTIONS

by Broadcast Bureau

Action of August 4

KITE San Antonio, Tex.—Granted (1) change of facilities on 930 kc from 1 kw, D, to 1 kw-N, 5 kw-LS, DA-N, change studio location to **Terrell Hills** and make other equipment changes, and (2) transfer of control from **Charles W. Balthrope** to **Connie B. Gay Inc.**; consideration $250,000.

Actions of August 1

WAZA Bainbridge, Ga.—Granted assignment of license to **Bainbridge Bcstg. Co.**

KSDA Redding, Calif.—Granted involuntary assignment of license to **Kal W. Lines**, trustee of bankrupt estate of VALR Inc.

Granted licenses for following am stations: WDNT Dayton, Tenn., and specify studio location; WLCK Scottsville, Ky., and specify type trans.; WHEY Millington, Tenn., specify type trans., studio location, and remote control point; WMFT Terre Haute, Ind., and change studio location and remote control point.

KAPA Raymond, Wash.—Granted license covering changes in ant. system (decrease height).

WDSU-TV New Orleans, La.—Granted license covering installation of aux. ant. and transmitters.

KPTV (TV) Portland, Ore.—Granted cp to change aur. ERP to 158 kw and make minor equip. changes (main trans. and ant.); and cp to install aux. trans. at main trans. site.

WISC-TV Madison, Wis.—Granted cp to change ERP to vis. 56.2 kw, aur. 28.8 kw, make changes in ant. system and other equipment changes; ant. 1190 ft.

KDFW (FM) Cedar Hill, Tex.—Granted mod. of cp to change frequency of fm station to 99.5 mc; remote control permitted.

WPOM Pompano Beach, Fla.—Granted mod. of cp to change type trans., ant.-trans. location and studio location.

WJSO Jonesboro, Tenn.—Granted mod. of cp to change ant.-trans. location and studio location (same as trans. location).

Following stations were granted extensions of completion dates as shown: KCMT (TV) Alexandria, Minn. to Feb. 5, 1959 and change type trans.; KANN Sinton, Tex. to Oct. 30; WFPB Lake Worth, Fla. to Jan. 2, 1959; WKLM Wilmington, N. C. to Dec. 17.

WCFR Springfield, Vt.—Granted authority to sign-off at 6:30 p.m. during July, August and September.

WCHF Chippewa Falls, Wis.—Granted authority to remain silent for month of August or until buyer can reopen, whichever is shortest period; reason—personnel problems.

Actions of July 31

KSLV Monte Vista, Colo.—Granted acquisition of positive control by **George O. Cory** through transfer of stock from **Kenneth J. Stone.**

Granted licenses for following am stations: KPAP Redding, Calif. and specify studio location and remote control point and type trans.; KADY St. Charles, Mo.; KURY Brookings, Ore., and specify type trans.; WBRD Bradenton, Fla., and specify studio location; KACE, Riverside, Calif.

WPAC-FM Patchogue, N. Y.—Granted license for fm station.

KMCS (FM) Seattle, Wash.—Granted license for fm station.

WNTI (FM) Hackettstown, N. J.—Granted license for noncommercial educational fm station.

KGRO Gresham, Ore.—Granted license covering change of power from 100 w, unl., to 100 w, 250, LS.

WHOK Lancaster, Ohio—Granted license covering increase in power from 500 w to 1 kw.

WACB Kittanning, Pa.—Granted license covering installation of new trans. as an alternate main trans. at present main trans. location; remote control permitted.

WJLD Homewood, Ala.—Granted license covering installation of old main trans. as aux. trans. at main trans. location.

WGH Newport News, Va.—Granted license to change from DA-1 to DR-N.

WSTU Stuart, Fla.—Granted license covering increase in power and installation new trans.; conditions.

WJDA Quincy, Mass.—Granted license covering change of ant.-trans. location.

KHSL Chico, Calif.—Granted mod. of license to operate trans. by remote control using dir. ant. nighttime; conditions.

Continues on page 105

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through Aug. 6

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,028	64	112	557
FM	524	29	99	63
TV (Commercial)	415[1]	93[2]	116	124

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Aug. 6

	VHF	UHF	TOTAL
COMMERCIAL	425	83	508[3]
NON-COMMERCIAL	26	7	33[4]

COMMERCIAL STATION BOXSCORE

As Reported by FCC through June 30

	AM	FM	TV
LICENSED (all on air)	3,218	526	418[1]
CPs ON AIR (new stations)	35	22	93[2]
CPs NOT ON AIR (new stations)	100	86	109
TOTAL AUTHORIZED STATIONS	3,353	634	665
APPLICATIONS FOR NEW STATIONS (not in hearing)	412	39	52
APPLICATIONS FOR NEW STATIONS (in hearing)	124	18	73
TOTAL APPLICATIONS FOR NEW STATIONS	536	57	125
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	261	24	49
APPLICATIONS FOR MAJOR CHANGES (in hearing)	46	0	17
TOTAL APPLICATIONS FOR MAJOR CHANGES	307	24	66
LICENSES DELETED	1	0	0
CPs DELETED	1	0	1

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 37 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).
[4] There has been, in addition, one uhf educational tv station granted but now deleted.

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Salesman, strong, aggressive for top stations Boston, and Washington, D. C. Must have car and interest in permanent, expanding opportunity. Box 368F, BROADCASTING.

Opportunity radio salesman. Salary plus commission. Good market. ABC Texas station. Box 403F, BROADCASTING.

The man I'm looking for is located in small-medium sized market and doing an excellent job, but has reached his limit. We have a position open for him. Guaranteed salary open. Nation's outstanding employes benefits. Fast growing top music station that is easy to sell. Send everything, account list, photo to Tom E. Beal, General Manager, Radio Station KBKC, 610 West 46th Street, Kansas City, Missouri.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Immediate opening for salesman who can also call football and basketball play-by-play. $75.00 weekly salary plus sales commission. Single station market, 23 years a fulltime independent. Send play-by-play tape and full details. KOCA, Kilgore, Texas.

Stale mate? Write your own salary as salesman-announcer. Guaranteed $400 start. You keep talent sales fifteen percent. Rush tape, photo, background KPRK, Livingston, Montana.

Excellent opportunity for salesman-announcer with progressive organization. Top station in market. Good salary plus commission. Send details. Radio Station WRNB, New Bern, N. C.

Wanted, salesman of proven ability, looking for broader market. 15% commission with drawing account if necessary. WWIN, Baltimore, Maryland.

Announcers

Florida. Need experienced personality pop dj. Above average salary. Promotion minded station. Send tape, background. Box 750E, BROADCASTING.

Negro dj—southerner only—religious or R&B—America's highest audience rated negro group. Picture, tape, letter Box 903E, BROADCASTING.

Piedmont indie needs two experienced announcers, 80 weekly. Tape, resume. Box 184F, BROADCASTING.

Move up. Seasoned staff announcer wanted in September. News gathering and writing ability important but not primary duty at present. No top 40 deejay types. Northern Illinois kilowatt independent. Write age, education, marital status, experience in detail. Personal interview required. Box 187F, BROADCASTING.

Newsman with authoritative delivery and ability to gather and write. Excellent salary and talent set-up. Six day week. Northeastern Ohio metropolitan market. Send photo, tape, resume first letter. Box 299F, BROADCASTING.

Girl, experienced staff announcer, Pauline Frederick voice quality and diction. Apply NBC Intermountain station, Box 331F, BROADCASTING.

Announcer-first phone—a wonderful opportunity for a young man looking for a good starting salary, plus permanent location—5000 watt South Georgia station. Box 345F, BROADCASTING.

Immediate opening for lively paced disc jockey in established metropolitan midwest market. Experienced background necessary. Send tape and complete background. Box 356F, BROADCASTING.

At once: 1st ticket announcer Wisconsin daytimer. Box 381F, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

Metropolitan midwest radio station looking for versatile radio announcers. Prefer family men who accept responsibility. Excellent salary and company benefits. No specialists. Do own board work. Send resume, tape, recent photo to Program Manager, Box 397F, BROADCASTING.

Desire football announcer plus staff duties. Tell all. Texas station. Box 402F, BROADCASTING.

Wanted—Top announcer for top indie southern New Jersey. Prefer someone with play-by-play experience. Acting experience also helpful. Salary open. Box 412F, BROADCASTING.

Staff announcer wanted for "modern radio" network affiliate in Michigan. Immediate opening, good employe benefits and working conditions. Starting salary $80.00 weekly. Must enjoy music shows and staff work, very little news and sports. Send full information first letter, no tapes. Personal interview will be required before job is filled. Write Box 415F, BROADCASTING.

Top pop music station in the east wants full experienced dj. Must have solid commercial delivery and read news with authority. Tape and background at once. Box 416F, BROADCASTING.

Southwest-announcer with first phone needed immediately. Note we said "announcer". Prefer mature voice, professional sound. Write Box 437F, BROADCASTING.

Top rated music-news station, southwestern market wants personality jockey and production manager. Send photo, tape, resume. Box 449F, BROADCASTING.

Top, independent radio station seeking number one disc jockey personalities. Now accepting audition tapes. Include resume and recent photo. Box 451F, BROADCASTING.

Wanted: Versatile, intelligent man with knowledge of music, other than top forty tunes. Solid NBC am-tv operation wanting man to grow with us. Box 453F, BROADCASTING.

Wanted, competent announcer with first class ticket. Good pay and working conditions, 25 miles from Glacier National Park in America's most beautiful recreation area. Write Dick Vick, KGEZ, Kalispell, Montana.

Combo man air salesman with first phone ticket, two years experience, married. Top flight, single station market, air and land mobile units, intercity phone line. Young, progressive management, here's the place you can express your own ability, no rock and roll operation. Start at $100 weekly, send tape, background, photo or if in area, call for personal interview. KHMO, Hannibal, Missouri, James F. Jae, Jr., Manager.

WGMA in beautiful Hollywood, Florida, looking for an experienced, aggressive, clever, personality dj. Must be able to run own board, outstanding on news, good air salesman for adult audience. Golden opportunity awaits right man. Rush picture, resume and tape to Ed Little, WGMA, Box 539, Hollywood, Florida.

Experienced announcer-deejay wanted immediately! Top pay for right man! Music-news independent. We pay good, we want only good men! Paul Parker, WLAS, Jacksonville, N. C.

Near Cleveland, need versatile announcer for personal appearances adult and teen dj shows, news. Must have two years commercial experience. Excellent opportunity, salary open. Personal audition necessary. Send tape with news spots and ad lib, or phone for appointment. WPVL, Painesville, Ohio.

Experienced announcer wanted. None other need apply. WSTL, Eminence, Kentucky.

Indianapolis. Outstanding morning man. Credentials—pop format, light on gab, first ticket. Good opportunity for man to advance in radio-tv chain. Rush experience, photo, tape and salary requirements to Tim Crow, Rollins Broadcasting, 414 French St., Wilmington, Del.

RADIO

Help Wanted—(Cont'd)

Technical

Chief engineer for brand new directional daytimer in Pittsburgh area one of growing chain. All new equipment with excellent layout. Excellent salary and working conditions. No announcing required. Personal interview necessary. Box 180F, BROADCASTING.

Chief engineer single market southern network station using remote control. Inquiries confidential. Box 337F, BROADCASTING.

Southwest-announcer with first phone needed immediately. Note we said "announcer". Prefer mature voice, professional sound. Write Box 437F, BROADCASTING.

Chief engineer . . . experienced only! Must do maintenance! Announcing helpful but not essential. Immediate opening. Paul Parker, WLAS, Jacksonville, N. C.

Chief engineer wanted. Am-fm station, small middle Atlantic states market. Strong maintenance experience. Family man. Relief announcing if able. Resume, photo to Suite 3500, 40 Wall Street, New York 5, New York.

Studio engineer, recording control room experience with live music and dramatic productions. Thorough technical background. Contact Ernest W. Merker, Chief Engineer, Recorded Publications Laboratories, Camden 5, New Jersey.

Production-Programming, Others

Mr. News Director, this ad will run until we find the right man. We need a newsman who gets behind the surface news; who knows what's going on. News in depth is our most important service. Good salary and facilities. Write Box 179E, BROADCASTING.

Metropolitan, top rated independent needs sharp traffic director. Unlimited opportunity. Immediate opening. Rush complete details. Box 802E, BROADCASTING.

Production director modern radio. Top indie, top ten market. Storz, Bartell, Plough, McLendon, or similar experience required. Fantastic opportunity. Rush tape. Box 114F, BROADCASTING.

Attention RFD's. Had farm experience? Know farm accounts? Midwest high power station seeks man with farm-radio background. Free reign given for production of farm shows. 3 hours air time per day—own account list for selling. Be in good health—willing to work 8½ hour day. Good future in fine community. Send resume, reference, picture, tape. Box 301F, BROADCASTING.

$6000 per year for news director with know how to do a complete job. Established news minded station will provide the working tools, you provide the knowledge and interest. Full details to Box 318F, BROADCASTING.

No super girl wanted here, just a talented copywriter who likes production work. She must be smart, single and aggressive in all her work. If fun-in-the sun is your only reason for answering this ad for our station in Florida, please do not waste our time or yours. If you are interested in working, send resume, photo, and salary requirement in first letter to Box 454F, BROADCASTING.

Experienced girl Friday. Traffic, continuity, correspondence. Emphasis on copy. Minor air work. Start $50.60 44-hour week. KHAS Radio, Hastings, Nebraska.

News: Excellent opportunity for aggressive, experienced newscaster, reporter and editor. Number-1 rated station, with live, 24 hour, local news operation, using mobile units, tapes, etc. Salary commensurate with experience and ability. Confidential. Send full information, including when available, salary expected, small photo and audition tape, to Roger G. Berk, V.P., WAKR, Akron 20, Ohio.

Copywriter-girl Friday, immediately for busy music-news station. Right person can earn top pay! Experienced only! Paul Parker, WLAS, Jacksonville, N. C.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Newsman. Radio and television, capable leg and airman with small market station experience, who can gather, write, and air news; journalism education background preferred; married; veteran; stable and dependable with good references; one who wants a permanent berth in a news department which has twice received national recognition. Scale starts at $85 for 40 hours. Salary commensurate with experience and ability. Write or phone W. P. Williamson, WKBN, Youngstown, Ohio, STerling 2-1145.

RADIO

Situations Wanted

Management

Executive manager—having 24 years successful background as station owner-manager interested in discussing opportunity with progressive owners of station located in strong competitive market. Having recently sold interests in two radio stations, party has found retirement unbearable. Full information in first letter may result in further inspection. Box 295F, BROADCASTING.

Successful radio manager in Florida desires new connection in Florida radio as manager. Box 323F, BROADCASTING.

Management, operations, revenue expansion. Will consider special assignments. Thirty years experience. Box 329F, BROADCASTING.

Am 29, looking for security. Have wife, children. Ten years radio, tv. 5 years program director, assistant manager. Desire manager position. Amiable, aggressive. Good sales record, announcing, promotion. Desire California, Utah, Idaho, Arizona, Nevada. Consider any locale. Write Box 390F, BROADCASTING.

Management pro will foul up small to medium red ink station with black ink, audience, bank balance, in exchange for feeding family, gas tank, bank account, on percentage, incentive, or salary plan. Box 406F, BROADCASTING.

Sales manager, competitive market experience; local and national contacts. Box 427F, BROADCASTING.

Management executive. Employed. Excellent record. Desires south, southwest. Gets results, sales, production, profits. Box 457F, BROADCASTING.

Sales

Go-getter, experienced, seeking good potential. Prefer deal including air work. Can run own board. All around man—what you're looking for. Box 305F, BROADCASTING.

Announcers

Good music station announcer with programming experience, single. 3 years background in this medium. Audition tape, photo and further particulars on request. Box 283F, BROADCASTING.

Experienced sportscaster, announcer. Employed. Desires position at sports loving station. Box 302F, BROADCASTING.

Negro deejay, good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 303F, BROADCASTING.

Girl dj announcer. Go anywhere. Ready now. Run own board. Can sell too. Steady, no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 304F, BROADCASTING.

Personality-dj, strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 313F, BROADCASTING.

Don't miss this! Smooth, relaxed (afternoon) radio personality now working 6th radio-tv market desires change. Was formerly program director. Long experience. Plenty of ideas, imagination. Was successful pop dj in 50 kw stations in two of top 6 markets with high, sustained ratings. Love to work with people, records, and microphone. The product is strictly professional. Prefer east. 50 kw or other progressive station only. Want to settle, provided earnings and work are satisfactory. Best agency and station references. Married, 35, college trained. Available immediately. Box 314F, BROADCASTING.

G.M.—your sports audience deserves top flight coverage. 9 years radio-tv experience, excellent play-by-play, competent commercial and staff, family, stable, reliable. Box 316F, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Looking for new pasture! Nine years experience sportscasting, baseball, football and basketball. Five years, same station. Former professional athlete. Complete resume and tapes available plus letters of recommendation. Sponsors, management and coaches approval. Personal interview, if necessary. Available September 10th. Permanent only. Married, two children. Box 325F, BROADCASTING.

Radio-television staff. Strong news-sports, human interest. College grad, major communications. Experienced, capable, serious, flexible. Draft deferred. Box 336F, BROADCASTING.

Staff announcer-newsman experienced. Currently employed, married, college background. Box 353F, BROADCASTING.

First phone combo. College graduate. Mature voice, news, sober, conscientious and experienced. Complete information first letter please. Box 375F, BROADCASTING.

Friendly, first phone morning man, authoritative news, seeks medium market. Box 382F, BROADCASTING.

Tops disk jockey. Great idea gal. Programming, continuity. Station's best pal. Box 384F, BROADCASTING.

5 years radio. Know music. Want permanency. Presently southeast. Married. Box 386F, BROADCASTING.

Personality dj. Medium market or better. Morning show. West only. Four years radio, first phone, age 25, references. Box 394F, BROADCASTING.

Announcer 1st phone, all around experience tv. Would like radio or combination radio-tv. Family man. Prefer western states. Box 399F, BROADCASTING.

Want job as deejay for pops or hillbilly station within 300 miles of Washington, D. C. Teen-ager, H. S. graduate, good voice, no experience of any kind. I learn fast. Box 400F, BROADCASTING.

Experienced employed "pop" deejay. Newscaster. Negro. Not negro styled deejay. No accent. Box 407F, BROADCASTING.

Yards of mike experience. Miles of personality. Thoroughly trained, extremely versatile. You name the assignment, I'll do the job. Box 410F, BROADCASTING.

Versatile dj, employed top station, top market. Storz type operation. Family, northeast preferred. Box 414F, BROADCASTING.

Announcer-deejay with 3 years productive experience wants to build jazz/good music show for urban evening audience. Box 417F, BROADCASTING.

Have car—will travel to Florida. Recent broadcasting school graduate. Will start bottom, work-up. Ambitious, veteran, single. Available September 1. Box 420F, BROADCASTING.

Experienced, employed announcer-pd, mature, single. Interested announcer-sales, assistant pd, staff work. Box 421F, BROADCASTING.

Staff announcer. Versatile, all phases. Radio school grad. West preferred. Box 422F, BROADCASTING.

Announcer, experienced, music, news commercial; sales. Operate board. Tape available. Box 424F, BROADCASTING.

Announcer, modern sound, experienced. Styled for California, Boston, Washington, Philadelphia. Box 425F, BROADCASTING.

Third phone, second phone soon; college graduate; perfect Polish and English language; voice and diction; disc jockey, control board operator, news director, strong on news, sales, commercials, polkas. Box 431F, BROADCASTING.

Top negro dj; seeks position in radio. Excellent voice, experienced, college, vet, travel. Box 432F, BROADCASTING.

DJ—sports—5 years experience, young, married, mature, $150 per week minimum. Box 433F, BROADCASTING.

Staff announcer, versatile, energetic, experienced all phases. Box 434F, BROADCASTING.

Two serious minded experienced announcers desire to work at the same station, are willing to work combination announcing and sales. Box 447F, BROADCASTING.

Experienced staff announcer. 4 years personal audition only. Will travel. Box 448F, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Country music-engineer. Credit-character investigation welcome. Honest, dependable, sincere, experienced. No R&R. $90.00 minimum. Pennsylvania preferred—others considered. Box 456F, BROADCASTING.

Combo operator. Three years experience. Excellent references wants progressive station. Herb Boyer, 2829 Grandview, Sioux City, Iowa.

Experienced announcer, married, 2 children. Run board, good music, news, and sports play-by-play man. Joe Etter, 122 Washington Street, South Farmingdale, L. I., N. Y. CHapel 9-2583.

2¼ years radio, tv experience. Desire radio or radio-tv position. Roy Mergner, 127 Ramsey Avenue, Keansburg, New Jersey. KE 6-2793.

Technical

Chief engineer: 21 years experience as chief midwest to 5 kw directionals. Executive ability thru management experience. Box 388F, BROADCASTING.

Engineer-1st phone, fed up with "personality" work. Excellent voice, will announce. West coast. Box 413F, BROADCASTING.

First phone; technical school graduate desires position as transmitter engineer. Good habits, responsible. Willing to learn and study. Jerry Wills, 542 Carroll Ave., San Antonio, Texas. WA 2-8991.

Production-Programming, Others

Copywriter-producer, 11 years experience agency-radio. Top man in leading eastern market. Desire relocate west coast. Resume. Box 370F, BROADCASTING.

All markets! Want solid adult audience? Contact me now. Otherwise don't. Unconditional authority in programming a must. Quality on air every minute. Means money. Full time station only. Married. Age 35. Guarantee results. Box 419F, BROADCASTING.

Broadcast research promotion director. Headed research departments of RKO Television and ABC Film Syndication. At RKO developed program, market, audience, station and advertiser research plus promotion and some advertising. Deep in Nielsen, Pulse, ARB, etc. Self-starter with a zest for rewarding hard work. Age 28. Excellent references. Contact Box 441F, BROADCASTING or call Bob Galen, New York City, Judson 6-5050.

Former program director, announcer, more recently employed as administrative assistant to United States Congressman, handling all public relations, publicity, office management desires return to radio as program director-station manager-announcer. Age 37, married. Will consider any geographical location. William Arens, Suite 301, Washington Building, Washington, D. C.

TELEVISION

Help Wanted

Sales

Productive salesman, real opportunity for solid man in nation's 46th market, 300,000 pop, in Texas. Good base and commission. Send resume and photo to Box 253F, BROADCASTING.

Experienced tv salesman wanted for New York state, NBC affiliate. On air accounts to start. Excellent base plus commission. Write giving full resume to Box 372F, BROADCASTING.

Sales director interested in purchasing interest in new southeastern television station. Excellent opportunity. Box 436F, BROADCASTING.

Dominant CBS station in southeastern market of over 500,000 homes has rare opening for experienced local-area salesman. Our retail-area sales are an important part of our business. Good base, plus attractive commission plan permits you to build your income. Present account list will be turned over by current salesman who is being promoted to local sales manager. Want family man with desire to work and make money. If your record will stand thorough investigation please write, sending complete details including sales record and picture first letter. Box 445F, BROADCASTING.

Television sales. Top-rated California vhf network affiliate has immediate opening for aggressive salesman interested in improving income and future. Send complete resume including experience, sales record, personal history and recent photo to Jon Kelly, Sls. Mgr., KCRA-TV, Sacramento, Calif., or call Gilbert 1-4631.

TELEVISION

Help Wanted—(Cont'd)

Sales

Commercial manager. Want an experienced man with ability and character to assume full responsibility of sales department with staff competent local and regional salesmen. Department well staffed. You must have good knowledge of and experience in national market over 400,000 television homes. A top quality station. Splendid working and living conditions in city of 120,000. Excellent remuneration and growth possibilities. CBS basic station, Channel 2 for 9 years. Write detailed letter about yourself and family. Send photo and references. Interview will be arranged for most suitable applicants. Write General Manager, WFMY-TV, Greensboro, N. C.

Technical

Engineer needed effective September 1, 1958, by full power vhf in major southern market. Starting salary up to $105.00 per week, depending on experience. Please furnish details including photograph and references, in first letter. Box 315F, BROADCASTING.

Engineers for studio, transmitter or remote unit. Full power, well equipped educational vhf midsouth. Box 358F, BROADCASTING.

Production-Programming, Others

Promotion and publicity manager for television basic network station located in northeast. Experience necessary. Must be aggressive and have creative ideas indicating flair for showmanship. Excellent opportunity and permanent position. Write Box 395F, BROADCASTING.

Excellent opportunity for news director radio and tv, seven-man department, equipped with Western Union weather, news wires, mobile unit, portable recorders and beeper. Photo department for still and film pics. Send tape, photo, examples of work and salary requirements plus complete background. Box 401F, BROADCASTING.

Experienced woman television copywriter will be needed by WFMY-TV, CBS Channel 2 affiliate in Greensboro, N. C., September 22. Excellent working conditions — 5-day week — two-person department. Send complete resume, samples of copy, salary requirements, photograph to Miss Pace, WFMY-TV. We are only interested in person who wants permanent employment.

TELEVISION

Situations Wanted

Management

Program manager (5 years) of a leading eastern metropolitan station ready to move into top spot in comparable size station. Sound knowledge of sales and station operation. Unusual 10 year background in program development, directing, film purchasing, traffic, advertising and promotion. Excellent references. Box 405F, BROADCASTING.

Sales

Successful and employed sales executive of one of the top stations in the country desires manager/sales manager position with smaller vhf network affiliate. Must have charge both national and local sales. Excellent ten year television background. References from best known men in television. Box 443F, BROADCASTING.

Announcers

9 years radio, 2 years tv. All phases radio, including sales. Weather, sports, commercials, directing tv. Desire announcing larger market. $125 start. Conscientious family man. Box 373F, BROADCASTING.

Announcer, age 32, 10 years radio, some tv, wishes to put experience to work in television. Degree in speech, married, mature, dependable. Box 392F, BROADCASTING.

Announcer, producer. Tv, film, radio experience. News, sports, commercials, versatile. Box 426F, BROADCASTING.

Attention east or Ohio metropolitan. 5 years radio, desire tv. Box 440F, BROADCASTING.

Top-notch announcer, fifteen years professional am-tv experience in small, medium markets, wants to move up. Box 452F, BROADCASTING.

Radio background. Some tv announcer-newscaster-director experience. Available immediately. Roy Mergner, 127 Ramsey Avenue, Keansburg, New Jersey.

Technical

Supervisory position—six years experience, all phases radio-tv. Strong on maintaining economical operation. Prefer Colorado or west. Box 383F, BROADCASTING.

TELEVISION

Situations Wanted—(Cont'd)

Technical

Engineer: First phone, 5 years experience radio-tv. Studio, transmitter, maintenance. Relocate anywhere. Box 389F, BROADCASTING.

1st phone, 6 years am-fm-tv desires position in Florida in radio or television. Married and reliable. Box 409F, BROADCASTING.

Production-Programming, Others

SRT-tv graduate. Single, with music background, wishes position of music librarian. Will double as cameraman. Box 330F, BROADCASTING.

TV director seeks film production opportunity leading to directing. Wide knowledge film work, background. Some film experience. Alert. Works well with talent, crew. A good leader. Box 393F, BROADCASTING.

Aggressive, energetic, young man seeking step up to production managers position in two station or smaller three station market. Experienced in all phases of production. Family, college, graduate work. Box 398F, BROACASTING.

Twelve years experience television art and slides. Five years station experience, floor manager, cameraman. etc. Box 404F, BROADCASTING.

Young woman: I want an interesting and creative job in New York preferably in broadcasting, public relations or allied fields. I offer five years experience in copy, storyboards, publicity, promotion, production, fund raising, and people! Secretarial skill, single, attractive, college graduate and excellent references. Box 429F, BROADCASTING.

Newsfilm photographer, experienced movies, still, SOF. Can furnish own equipment. Box 435F, BROADCASTING.

Radio-tv executive: 12 productive years in New York and top 4-station market. Successful career as announcer, radio-tv director of an agency, tv producer-director, program director. 6½ years New York network producer-director. Freelance producer top agency list. Management-MCA. Creative experience spans 250 watt radio to network owned stations. BA plus graduate work. Family, early thirties. Seek management position metropolitan market, preferably southern am-fm-tv. Write Box 444F, BROADCASTING.

Creativity—my stock in trade. Production, direction, talent. Bachelor's music, master's television, veteran, family. Thrive on responsibility and hard work. Box 446F, BROADCASTING.

Producer-director — presently employed desires more exposure and experience. Four years with present station which includes all phases of tv production including switching. Familiar with remote programming. References including present employer. Box 455F, BROADCASTING.

FOR SALE

Stations

Full time, class four, Rocky Mountain area, grossing $72,000, single station market, owns all property, priced $110,000, to be sold by owner. No brokers apply, in no hurry to sell, will insist upon competent purchaser. Box 391F, BROADCASTING.

5 kw daytimer within 150 miles of Washington. Growth potential in farming-industrial shopping center. Reasonably priced for direct sale. Box 408F, BROADCASTING.

Northwest, large market, $1,000,000; medium markets (2), $150,000 and $165,000, terms. Chapman Company, 33 West Micheltorena, Santa Barbara, California.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Two monopoly market stations, both daytimers, $100,000 each, terms. One in northeast, one in New England. Chapman Company, 1270 Avenue of Americas, New York.

Major market suburban station, $200,000, ½ cash. Chapman Company, 1270 Avenue of Americas, New York, 1182 West Peachtree, Atlanta.

Upper south small market station, $59,000, $19,000 down payment. Chapman Company, 1182 West Peachtree, Atlanta.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

FOR SALE—(Cont'd)

Stations

Gulf south small market station, $5,000 cash, $16,667 total. Chapman Company, 1182 West Peachtree, Atlanta.

Middle Atlantic states station, large market, terms. New England daytimer, $100,000, terms; monopoly market station $100,000. Chapman Company, 1270 Avenue of Americans, New York.

Southwest resort area T.V., $65,000 cash, total $277,000. Chapman Company, 33 West Micheltorena, Santa Barbara, California.

Florida small market stations (3), cash required, $25,000 or less. Chapman Company, 1182 West Peachtree, Atlanta.

Equipment

Western Electric 1-C frequency monitor, $150.00. Western Electric 2-A phase monitor, $150.00. General Radio 731-A modulation monitor $50.00. Each complete with tubes. All in good working order. Excellent chance for a new operation to save money. Technical Director, KXYZ, Houston, CApitol 2-6151.

Western Electric 23C console available September 1. Has two spare turntable pre-amps which modifies for hi-fi. Ideal for control room or recording in broadcast station. $600. F.O.B. WACE, Chicopee, Massachusetts.

196 foot self-supported Ideco triangular tower with or without 6 bay Western Electric clover leaf fm antenna and approximately 400 ft. type 452 Andrew 3⅛" transmission line. Tower now in place on building. Also, 231 foot Truscon triangular self-supporting tower with A-3 lighting and base insulators, disassembled and ready for immediate shipment. Also, Western Electric 25B console in excellent shape. Glenn Callison, Dir. of Eng. the McLendon Stations, 2104 Jackson St., Dallas, Texas.

Television monitors. The most widely accepted in broadcasting and industrial applications. Delivered under several trade names. Tilted front plug-in construction. 8"—$195.00, 14"—$215.00, 17"—$219.00, 21"—$259.00. Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

500 ft. self supporting Ideco lighted tower with 75 ft. 8 bay Federal squair loop fm antenna 1250 ft. three and one-eighth in. 51½ ohm. Transmission line like new will sell cheap all or part. J. D. Williams, Box 3213, San Antonio 11, Texas. WA 2-5661.

1 kw Gates BC-1J transmitter like new—remote controlled and antenna coupler, value new $4532.00—sell for $3500.00 cash—FOB, Little Rock—going 5 kw. Write John McLendon Associates, 509 Lamar Building, Jackson, Miss.

WANTED TO BUY

Stations

Want to buy small station in Houston area. Your reply confidential. Box 207F, BROADCASTING.

Reliable principal desires station in east, south, midwest. Reply in confidence. Box 385F, BROADCASTING.

Experienced group wants radio station to lease with option to buy; or buy outright. Box 423F, BROADCASTING.

Substantial principals seek additional radio stations in small-to-large markets in New England, Middle Atlantic States or adjoining areas. Minimum gross 100M. No brokers. Full details to Box 439F, BROADCASTING.

Established station owner metropolitan Chicago area is interested in acquiring an additional radio station. Responsible principals or representative may submit replies in strict mutual confidence. Call or write Angus D. Pfaff, Station WNMP, Evanston, Illinois.

Equipment

Wanted to buy used portable field intensity meter, must be in excellent condition. Box 342F, BROADCASTING.

RCA-TV transmitter T.T.5A. Box 428F, BROADCASTING.

One or two RCA 77-D microphones in good condition. Two Rek-O-Kut or Presto 12 inch turnables. Box 442F, BROADCASTING.

Good used 500-watt transmitter for standby rig. Contact Joe Brandt. Chief Engineer, KRUX, Phoenix.

Wanted, RCA MI-19193-L/H 25 kw vhf load and wattmeter, also two camera friction heads and one field tripod suitable for use with Raytheon KTR-100 microwave system. Contact CE, WIS-TV, 1111 Bull St., Columbia, S. C.

Two used 240 foot radio towers complete with lighting equipment. State condition and price in reply. Contact Radio Station WJAZ, P.O. Box 611, Albany, Georgia.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in residence classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write: Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license. 5 to 6 weeks. Reservations required. Enrolling now for classes starting September 3, October 29, January 7, 1959 and March 4, 1959. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

MISCELLANEOUS

Bingo Time U.S.A. 1029-30 Equitable Building Hollywood and Vine. Printers of personalized Bingo game sheets for radio and television programs. We also print in colors, a patented and copyrighted Bingo game called Kardo in 3000 game sheet series, which has playing card symbols instead of just numbers, permitting not only the playing of Bingo, but any Poker card hands etc., the announcer may call for. Prices are $3.00 per 1000 game sheets imprinted with your art copy. Terms one-third with order on your letterhead, balance on delivery of three weeks. Shipped F.O.B. Hollywood. (Game sheets have I.B.M. control systems). Write P. O. Box 1871, Hollywood 28, Calif. Tel. Hollywood 4-0141.

RADIO

Help Wanted

Sales

SALESMAN

Immediate opening — Experienced man with a proven record. Guarantee and commission. Reply at once to WWCO, Incorporated, Waterbury, Connecticut.

RADIO

Situations Wanted

Management

YES—I AM HE

Dear Owners Too Old For Headaches: You can start packing for Florida. I'm he. A few years under fifty (not too few) with plenty of fire in the boilers to make steam. My gray hairs are distinguished (they tell me) and came from being singed by too many burning offers of "peanuts to riches." I'm a sucker for a story like yours. I'd love to pan gold in the desert, ride a burro and eat peanuts again, but you'll have to persuade both me and my wife that there's gold in them thar hills. (You'll like her even if you don't like me). Capable commercial manager, proven sales record, civic star, references so high you'll need oxygen. Meet me in New York, Corky, before I leave for Seattle or Philadelphia.
PS: I've been to Florida, but I'm too young to die. Sincerely: DON KERR, 29 Robinson Pl., Shrewsbury, N. J. Phone SHadyside 7-5690.

Announcers

There was a young fellow named Hulme. Whose future reflected but gloom. A Canadian he ran a-foul F.C.C. At announcing for Hulme . . . DOOM.
"No ticket for you" quothe they. Though you're tops in News and Deejay. Employers downhearted reluctantly parted with top-rated disc groom . . . Hulme.
No easily-discouraged Canuck. Hulme staunchly declared "I'm not stuck!". Some non-combo Station in this mighty nation will change this Canuck's luck.
Whom? . . . . . Yoummmmmmmmmm?

REPLY: Box 396F, BROADCASTING

RADIO

Situations Wanted—(Cont'd)

Production-Programming, Others

. . . if YOU want to SELL . . . YOU have to SHOW it . . . SHOW YOUR BEST.
Commercial Adv. AWARDS WINNING staff ART DIRECTOR desires relocation. EXPERT IN COLOR TOO. Long experience with TOP MARKET chains. Possible BROADEST knowledge in TV and Adv.-art. College grad., very PROGRESSIVE, hardworking family man. Ideal All-around ONE-MAN ART DEPT. operator.
Want Challenge . . . and top income.
Box 438F, BROADCASTING.
(Excuse expression . . . No "Shoe String" PLEASE.)

I DON'T WANT JUST A JOB ! ! !

. . . I want a "position" as a Promotion Executive.

Heavy Radio-TV experience ranging from Local to National Sales Development, Advertising, Promotion, Merchandising and Exploitation in Network Radio, Local & Network TV, Film Syndication and Ad Agency business.

Currently in NYC, but willing to make move for long range opportunity.

Excellent references.

For details contact Box 430F, BROADCASTING.

TELEVISION

Help Wanted

Sales

WE NEED A SALESMAN!

VHF station, maximum power, maximum tower, in Southeastern State. Can guarantee $9,000.00 to good local salesman. Write

Box 308F, BROADCASTING

Technical

TELEVISION — HELP WANTED
(Technical)

Offer permanence, good climate, and reasonable salary, to chief engineer of combined television and radio stations in Southwestern market. Fringe benefits and opportunity to progress for conscientious and dependable worker.

Box 377F, BROADCASTING

Production-Programming, Others

IMMEDIATE OPENING
PROMOTION--PUBLICITY MANAGER

Must be strong on creativity, sales presentations, promotion planning and, above all, initiative. Send resume, picture and salary requirements to: Ted Eiland, WLOS-TV, Asheville, N. C.

FOR SALE

Equipment

Complete 5 kw am transmitter, Western Electric model 5C; phase monitor, Andrews type 799; modulation monitor. General Radio type 731A; and frequency monitor, General Radio type 475C. All in good operating condition. Contact J. V. Sanderson, WAPI, Box 2553, Birmingham, Ala.

TAPE RECORDERS

All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4401 W. North Avenue
Milwaukee 8, Wisc.
Uptown 1-8150 TWX: MI-193
America's Tape Recorder Specialists

EMPLOYMENT SERVICES

A Specialized Service For
Managers — Commercial Managers
Chief Engineer — Program Managers
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
BROADCASTERS EXECUTIVE PLACEMENT SERVICE
1736 Wisconsin Ave., N. W.
Washington 7, D. C.

RADIO—TV—ADVERTISING
PLACEMENT SERVICE
Many job availabilities in the Southeast.
FLORIDA—GEORGIA—TENNESSEE—NORTH AND SOUTH CAROLINA—ALABAMA
- Copy writers
- Announcers
- Technicians
- TV Production
- Salesmen
- Artists

PROFESSIONAL PLACEMENT
458 PEACHTREE ARCADE
ATLANTA, GEORGIA
JACKSON 5-4841

INSTRUCTION

Want a TV or Radio Job?
as announcer, writer, producer?
The National Academy of Broadcasting
3338 16th St. N.W.
Washington, D. C.
Trains and places men and women in
TOP JOBS
New term starts Sept. 29. Send for folder and list of positions available.
Call DEcatur 2-5580

Dollar for Dollar

you can't beat a classified ad in

getting top-flight personnel.

WHYN-TV Springfield, Mass.—Granted cp to change ERP to vis. 191 kw, aur. 100 kw, make changes in trans. and ant. system and other equipment changes.

WDAY-TV Fargo, N. D.—Granted cp to change trans. location to near Amenia, N. D.; change ERP to vis. 100 kw, aur. 50 kw, ant. height 1150 ft.; change type of trans.; install new ant. system, and other equipment change.

WILS Lansing, Mich.—Granted cp to make change in daytime DA-pattern.

KAYS-TV Hays, Kan.—Granted mod. of cp to change ERP to vis. 107 kw, aur. 58.9 kw, ant. height 650 ft., change type of ant. and other equipment.

WSAR Fall River, Mass.—Granted mod. of cp to change ant.-trans. and studio location, make changes in DA system (increase height); changes in ground system and installation of new trans.

WBOS-FM Brookline, Mass.—Granted mod. of cp to increase ERP to 20 kw, change type trans., type ant. and decrease ant. height to 285 ft.; condition.

KLEE Ottumwa, Iowa—Remote control permitted.

KYOR Blythe, Calif.—Remote control permitted.

KTET Livingston, Tex.—Granted authority to remain silent for period of 60 to 90 days; reason —management, financial difficulty.

Actions of July 30

KXLK Great Falls, Mont.—Granted assignment of license to **Pat M. Goodover.**

WBBO-FM Forest City, N. C.—Granted involuntary transfer of control from **Ed M. Anderson** to **Stella W. Anderson,** administrator of estate of **Ed M. Anderson,** deceased.

WPNF Brevard, N. C.—Granted involuntary transfer of control from **Ed M. Anderson** to **Stella W. Anderson,** administrator of estate of **Ed M. Anderson,** deceased.

WBAB-FM Babylon, N. Y.—Granted mod. of cp to change type trans.; ERP 350 w, ant. height 10 ft.

KHMS El Paso, Tex.—Granted mod. of cp to change type trans. of fm station.

KFMM (FM) Tucson, Ariz.—Granted mod. of BSCA-5 to change from sub-carrier frequencies to 26 kc and 65 kc and change type equipment for period ending Oct. 1, 1959.

KNAC-TV Fort Smith, Ark.—Granted cp to change ERP to vis. 100 kw, aur. 60.3 kw, change type trans. and studio location.

WANE-TV Fort Wayne, Ind.—Granted cp to change ERP to vis. 144 kw, aur. 77.6 kw, change type ant. and make other equipment changes.

KKTV (TV) Colorado Springs, Colo.—Granted cp to utilize ant. system as aux. ant. system at presently authorized trans. location.

WFBC-FM Greenville, S. C.—Granted cp to decrease ERP to 9.9 kw, increase ant. height to 1,350 ft., and move ant.-trans. (utilizing combined fm and tv tower).

National Bcstg. Co. Inc., New York, N. Y.—Granted extension of authority to transmit programs to Station CBL and CBM and other stations under control of **Canadian Bcstg. Corp.** for period beginning Sept. 15. Grant is without prejudice to such action as Commission may deem warranted as result of its final determinations (1) with respect to conclusions and recommendations set forth in report of Network Study Staff; (2) with respect to related studies and inquiries now being considered or conducted by Commission, and (3) with respect to pending anti-trust matters against **National Bcstg. Co. Inc.,** and **Radio Corp. of America.**

WMBD-FM Peoria, Ill.—Remote control permitted.

KTVQ (TV) Oklahoma City, Okla.—Granted extension of completion date to 3-30-59.

Actions of July 29

WFNS-AM-FM Burlington, N. C.—Granted acquisition of positive control by **Lawrence E. Neese** through purchase of stock from **R. Homer Andrews.**

WKTQ South Paris, Me.—Granted relinquishment of positive control by **Gerald T. Higgins** through sale of stock to **Richard Dean Seguin.**

WMMB Melbourne, Fla.—Granted transfer of control from **Harlan G. Murrelle,** et al., to **Indian River Radio Inc.**

WMFJ Daytona Beach, Fla.—Granted acquisition of positive control by **Emil J. Arnold** through purchase of stock from **Jack Siegel.**

KSTR Grand Junction, Colo.—Granted license to change ant.-trans. location.

WRC-FM Washington, D. C.—Granted license to change ant. height to 484 ft., and change studio and trans. location to 4001 Nebraska Ave., N.W. Grant is without prejudice to such action as Commission may deem warranted as result of its final determinations (1) with respect to conclusions and recommendation set forth in report of Network Study Staff; (2) with respect to related studies and inquiries now being considered or conducted by Commission, and (3) with respect to pending anti-trust matters against **National Bcstg. Co.,** and **Radio Corp. or America.**

Actions of July 28

KRGV Weslaco, Tex.—Granted assignment of licenses to **The LBJ Co.**

Granted licenses for following tv stations: **WORA-TV Mayaguez, P. R.,** and redescribe trans. location as State Mountain, near Maricao, P. R.; **KELP-TV El Paso, Tex.; WBPZ-TV Lock Haven, Pa.,** ERP, vis. 18.2 kw, aur. 9.55 kw; **KBET-TV Sacramento, Calif.,** aur. 158 kw, ant. height 1120 ft. (main trans. & ant.), and license which authorized aux. ant. system at main trans. site; **WSYE-TV Elmira, N. Y.** (main trans. & ant.), and license covering cp which maintains trans. as aux. facilities.

KFVS-TV Cape Girardeau, Mo.—Granted license covering installation of vis. alternate driver.

WABT Birmingham, Ala.—Granted license covering changes in tv station (main trans. & ant. & aux. ant.).

WSYR-TV Syracuse, N. Y.—Granted license covering changes in tv station (main trans. & ant.).

WJBF Augusta, Ga.—Granted license covering changes in facilities of tv station.

WRC-TV Washington, D. C.—Granted license covering changes in tv station; ant. height 570 ft. (main trans. & ant. & aux. ant.).

WRCV-TV Philadelphia, Pa.—Granted license covering changes in tv station; ERP vis. 97 kw, aur. 50 kw, ant. height 1000 ft. (main trans. & ant.), and license covering installation of aux. trans. at main trans. site.

WTTG (TV) Washington, D. C.—Granted license covering changes in tv station; ant. height 542 ft.

KOB-TV Albuquerque, N. M.—Granted license covering changes in tv station.

WISC-TV Madison, Wis.—Granted license covering changes in tv station.

WSAU-TV Wausau, Wis.—Granted license covering changes in tv station.

WKRG-TV Mobile, Ala.—Granted license covering changes in tv station; ant. height 1050 ft.

WDSU-TV New Orleans, La.—Granted license covering changes in tv station (main trans. & ant.), and mod. of cp to make minor equipment changes (main trans. & ant.).

WSBT-TV South Bend, Ind.—Granted license covering facilities authorized in report and order adopted 10-9-57, effective 11-15-57, which specified operation on ch. 22 instead of ch. 34; ERP vis. 234 kw, aur. 117 kw, ant. height 530 ft. (main trans. & ant. & aux. ant.).

WWLP (TV) Springfield, Mass.—Granted license covering changes in tv station; ERP vis. 214 kw, aur. 107 kw, ant. height 750 ft.

WNTA-TV Newark, N. J.—Granted license to maintain trans. incorporated in STA as aux. trans.

KOOL-TV Phoenix, Ariz.—Granted cp to maintain the aux. system authorized which expired 3-18-57, at main trans. site.

WPSD-TV Paducah, Ky.—Granted cp to change ERP to vis. 100 kw, aur. 50 kw, changes in trans., add power amplifier and make other equipment changes.

WFMJ-TV Youngstown, Ohio—Granted cp to install aux. ant. on interim ant. tower near main trans.

WJHL-TV Johnson City, Tenn.—Granted cp to change ERP to vis. 316 kw, aur. 158 kw, ant. height 1490 ft.; change trans. location; make changes in ant. system and other equipment changes.

WCBS-FM New York, N. Y.—Granted cp to install aux. trans. at same location as main trans.; ERP 140 w. Grant herein is without prejudice to such action as Commission may deem warranted as result of its final determinations (1) with respect to conclusion and recommendations set forth in report of Network Study Staff; (2) with respect to related studies and inquiries now being considered or conducted by the Commission, and (3) with respect to pending anti-trust matters.

WRC-AM-FM Washington, D. C.—Granted cp to install new trans., and cp to change aux. trans. location to 4001 Nebraska Ave., N.W., decrease ERP to 3.9 kw and increase ant. height to 410 ft.

National Bcstg. Co. Inc., New York, N. Y.—Granted authority to transmit or deliver radio and tv programs to stations under control of Canadian Bcstg. Corp., whether or not such programs are network programs and whether or not they pass through NBC's chain facilities.

WKYT (TV) Lexington, Ky.—Granted mod. of cps to change name to WKYT Inc.

WDSU-TV New Orleans, La.—Granted mod. of cp to make minor equipment changes. (aux. trans. & ant.).

WDAE-FM Tampa, Fla.—Granted extension of authority to remain silent to Sept. 15.

KVRH Salida, Colo.—Granted authority to sign-off at 8:00 p.m. daily for period ending Sept. 1.

KXAR Hope, Ark.—Granted authority to operate from sign-on 6:00 a.m. (weekdays), 7:00 a.m. (Sundays) to sign-off at 6:30 p.m. except for special events, for 6 month period beginning Aug. 15.

KRTN Raton, N. M.—Granted authority to operate specified hours from 6:00 a.m. to 7:00 p.m. except to broadcast football games in fall; specified hours effective Aug. 15.

American Bcstg. Co. Radio Network Inc., New York, N. Y.—Granted extension of authority to transmit programs to stations CBL Toronto and CFCF Montreal, and such other stations as Canadian Bcstg. Corp. desires.

WAIM-TV Anderson, S. C.—Granted extension of completion date to 1-25-59.

UPCOMING

Aug. 13-16: Affiliated Advertising Agencies Network, annual international meeting, Lord Baltimore Hotel, Baltimore.
Aug. 19-22: Western Electronic Show and Convention, Ambassador Hotel, Los Angeles.
Aug. 22-23: Arkansas Broadcasters Assn., Hotel Marion, Little Rock.
Aug. 23: New Mexico Assn. of Broadcasters, Alvarado Hotel, Albuquerque.
Aug. 24-Sept. 4: National Assn. of Educational Broadcasters, tv instruction conference, Purdue U., Lafayette, Ind.
Aug. 24-26: Georgia Broadcasters Assn., St. Simons.

September

Sept. 4-5: RAB, regional management conference, Ponte Vedra Inn, Ponte Vedra, Fla.
Sept. 4-7: West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs.
Sept. 5-6: Texas AP Broadcasters Assn., Roosevelt Hotel, Waco.
Sept. 5-6: Indiana Assn. of Broadcasters, Hotel Marott, Indianapolis.
Sept. 8-9: RAB, regional management conference, Rickey's Studio Inn, Palo Alto, Calif.
Sept. 9-11: Idaho Broadcasters Assn., Washington Hotel, Weiser.
Sept. 11-12: RAB, regional management conference, Western Hills Lodge, Sequoyah State Park, Okla.
Sept. 12-14: AWRT, New England conference, Stowe, Vt.
Sept. 15-16: RAB, regional management conference, The Greenbrier, White Sulphur Springs, W. Va.
Sept. 19-21: International Sight and Sound Exposition, seventh annual high fidelity show and music festival, Palmer House, Chicago.
Sept. 21-24: L'Assn. Canadienne de la Radio et de la Television de Langue Française, Alpine Inn, Ste. Marguerite, Que.
Sept. 22-23: National Business Publications, N. Y. regional conference, Ambassador Hotel, New York City.
Sept. 22-23: Louisiana Assn. of Broadcasters, Townhouse Motel, Lafayette.
Sept. 22-23: RAB, regional management conference, Hotel Morain-on-the-Lake, Highland Park, Ill.
Sept. 25-26: RAB, regional management conference, St. Clair Inn & Country Club, St. Clair, Mich.
Sept. 26: Oregon Broadcasters Assn., station managers' meeting, Timberline Lodge, Mt. Hood.
Sept. 26-27: Mississippi Broadcasters Assn., management conference, U. of Mississippi, University.
Sept. 26-28: AWRT, southern area conference, Columbus, Ga.
Sept. 29-30: RAB, regional management conference, Princeton Inn, Princeton, N. J.

October

Oct. 2: Advertising Research Foundation, fourth annual conference, Waldorf-Astoria Hotel, New York City.
Oct. 3-5: AWRT, national board meeting, Waldorf-Astoria Hotel, New York City.
Oct. 5-6: Texas Assn. of Broadcasters, fall conference, Texas Hotel, Fort Worth.
Oct. 5-7: Central Canada Broadcasters Assn., Alpine Inn, Ste. Marguerite, Que.
Oct. 8-10: IRE, Canadian convention, Exhibition Park, Toronto.
Oct. 9-10: AAAA, central region's annual meeting, Drake Hotel, Chicago.
Oct. 9-10: North Carolina Assn. of Broadcasters, Sedgefield Inn, Greensboro.
Oct. 10-11: Alabama Assn. of Broadcasters, Stafford Hotel, Tuscaloosa.
Oct. 10-11: Mutual Advertising Agency Network, fourth-quarterly business meeting-workshop, Bismarck Hotel, Chicago.
Oct. 10-12: AWRT, Heart of America conference, Kansas City, Mo.
Oct. 12-15: AAAA, western region's annual meeting, El Mirador, Palm Springs, Calif.
Oct. 13-15: National Electronics Conference, Hotel Sherman, Chicago.
Oct. 14-17: National Assn. of Educational Broadcasters, annual convention, Sheraton-Fontenelle Hotel, Omaha, Neb.
Oct. 15-19: Radio Television News Directors Assn., annual convention, Sheraton-Blackstone Hotel, Chicago.
Oct. 16-18: Missouri Broadcasters Assn., St. Louis.
Oct. 19-21: Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.
Oct. 20-24: Society of Motion Picture & Television Engineers, 84th semi-annual convention, Sheraton-Cadillac Hotel, Detroit, Mich.
Oct. 23-24: Audit Bureau of Circulation, 44th annual meeting, Drake Hotel, Chicago.
Oct. 24-26: AWRT, Pennsylvania conference, Erie.

NAB FALL CONFERENCES

Sept. 18-19, Buena Vista Hotel, Biloxi, Miss.
Sept. 22-23, Okla. Biltmore, Oklahoma City, Okla.
Sept. 25-26, Challenger Inn, Sun Valley, Idaho.
Sept. 29-30, Mark Hopkins Hotel, San Francisco.
Oct. 13-14, Schroeder Hotel, Milwaukee.
Oct. 16-17, Radisson Hotel, Minneapolis.
Oct. 20-21, Somerset Hotel, Boston.
Oct. 27-28, Statler Hilton Hotel, Washington, D.C.

in Denver TV!

Meet the Pied Pipers of Denver! KLZ-TV's "Fred 'n Fae" — undisputed champs in the Rocky Mountain area.

New fall purchase of 337 AAP cartoons including Bugs Bunny, Daffy Duck, Porky Pig and many others — ingenious settings for sponsor's products — on-the-air sampling — these are only a few of the extras "Fred 'n Fae" provide.

Dozens of sales success stories are at your disposal. Hundreds of personal appearances have enhanced the value of these stars. Four years of audience *firsts* prove their leadership.

If you're selling the younger set in the fast-moving Denver market — "Fred 'n Fae" are a must. Your KATZ man has the answers. Ask him.

CBS IN DENVER

TELEVISION Channel 7

Represented by the KATZ Agency.

from **KEN McALLISTER,** *vice president, Benton & Bowles, New York*

A fable about the fabulous medium; moral: maturity takes more than time

Mr. Thuse carefully placed the picture frame on the living room wall. It was blank where the picture should have been. And it had a small knob on the bottom.

Mr. Thuse turned the knob and Mrs. Thuse exclaimed with delight as the picture came on. It was a panel program and it was beautiful in color and three dimensions.

For a while Mr. Thuse talked about it to his friends. And Mrs. Thuse talked about it to her friends. But pretty soon they didn't talk about it any more. There didn't seem to be anything new to talk about.

Mr. and Mrs. Thuse sensed that what they were seeing in the picture frame was ordinary. The excitement wasn't there any more. The fun was gone.

At the coffee break Mr. Thuse no longer launched an enthusiastic discussion with the question, "Did you see Peter Van Brockin last night? Wasn't it great!"

Mrs. Thuse didn't have the satisfaction of a provocative discussion with her husband as a result of new ideas received from the picture frame. There were no new ideas. There was not even anything to be discriminating about. There was conformity.

At the networks the executives fretted. Advertisers and agencies were restive. The ratings were going down. The new top ratings were about as good as those that frequently brought option cancellations a few years back.

And yet the networks worked hard. They tried. They used more research than ever. And the agencies and their clients added their research. But the public didn't seem to know what it wanted. Not a single creative idea had come from the surveys. Nobody knew what to do.

But the commercials were increasingly creative and exciting. And one network presented a spectacular. It was a public service program composed entirely of commercials. Oh, it was wonderful! There was beautiful color and animation and adventure and 3D.

Mr. and Mrs. Thuse saw it. And they liked it.

But after that, less and less did they watch the picture frame. It is true the Thuses didn't like to watch many of the things they once thought were great. Their demands were more discriminating. Not just an insatiable demand for more. But a craving for quality. Something to stimulate. Something to tear your heart out. Or make you exult. They wanted to feel what they saw.

Mr. and Mrs. Thuse knew that the pictures cost money. A lot of money. But they sensed the money and the people and the talent could provide more content than they were seeing. They sensed a loss.

More and more did Mr. and Mrs. Thuse read books, and listen to records, and go to the theatre. Even the movies. Not that printing or recording or theatre or movies was new. But somehow much of the writing and music was new. And exciting. Mr. and Mrs. Thuse discovered that you had to be selective. There was a great deal that was dull and trite. But there was also a lot that was new. And exciting. And fun. And some even made you think.

One Saturday Mrs. Thuse went shopping for a painting to put in the picture frame.

The techniques and the mechanics of research were honed to a sharpness not even visualized a few years before at the networks. Or at the agencies. But nobody seemed to know the right questions to ask. And nobody knew what to do with the facts that were gathered. But they were cherished.

Not even the writers seemed to care. The money was easy and the formula was there. It became a triumph of mediocrity. Everything looked the same all over the dial all through the day. And night.

And then one day a producer and a writer had a brand new idea. One that nobody had ever even suggested before. And they got it on the air.

Some people saw it and talked about it. They liked it. And friends told Mr. and Mrs. Thuse. More creative ideas began to appear on the air. Some were good. Some were not. But overall, an unusual air of excitement and interest was felt. And expectancy.

It was not just art for the critics' sake. It was not talent run rampant, without direction or purpose. It became a constructive effort of a lot of people. It transcended stultifying fear of failure. Boats were rocked. Categorized monotony began to disappear. It was fun.

Mr. and Mrs. Thuse took down their painting and turned the knob on their picture frame. They were interested by what they saw. And they talked about it. It became again an active interest along with their books and their records and the theatre and the movies.

At the networks they were somewhat frightened by their daring new experiences. But they were learning to use their creativity, as well as their research. They learned to ask the right questions. They learned to soar. The networks could thrill again. And stimulate. They learned to create new patterns.

They were professional. And they used taste and judgment. And they made mistakes.

At the networks and at the agencies and at the advertisers, it became known that maturity is not something that just happens with the passage of time. It requires work. And thought. Creativity.

Mr. and Mrs. Thuse didn't always know what to expect to see in the picture frame. And they looked forward to it.

Ken McAllister, b. Coraopolis, Pa. B.S. in mechanical engineering, Rutgers University, 1939. Started at General Electric, Schenectady, N. Y., moving into General Electric advertising and later becoming sales promotion manager of GE's radio station, WGY Schenectady. Next to Columbia Records in popular record promotion and copywriting. In the Pacific as executive officer on an LSM, 1943-46. Returned to Columbia. Was coordinator in charge of introduction of long playing records in 1948, subsequently becoming director of advertising promotion, merchandising and publicity. Joined Benton & Bowles in 1950 and currently is vice president, account supervisor and director. Member of Tau Beta Pi and Phi Beta Kappa honor societies.

The Fifth 'A'—Air

THERE was an element of pleased surprise in a report which the American Assn. of Advertising Agencies issued last week after taking a temperature reading on the state of its members' business health.

Despite the uneasiness in the general economy, the AAAA survey found, more than half of the agencies that replied said their gross volumes ran higher in the first six months of 1958 than in the first half a year ago—up to as much as 131% higher—and another 14% said their billings were at least as good.

The study, reported in detail elsewhere in this issue, also found a wide range of confidence in the immediate future. Not all of those who enjoyed first-half gains also expected the second half to be better than last year, but the number looking for business to hold up to last year's second-half level was almost double the number whose billings did stay on an even keel in the first half. And the number expecting declines in the second half was well below those who actually did experience declines in the first six months.

All in all it is a picture which, in AAAA's words, is "more optimistic . . . than expected."

It would be foolhardy to ascribe specific reasons for the various findings aside from the slackness in the national economy. A major account shift can alone change "up" to "down" for one agency, and "down" to "up" for another. There is no way to tell how much this factor figured in the reports gathered in this study.

The fact is well known, however, that radio and television—alone among the major media—are still enjoying gains in billings. Only a week ago reports showed tv network sales for the first half of 1958 were 12.9% above the same period in 1957, and in six-month spot figures now being compiled the question is not whether but by how much those, too, will be ahead.

With non-broadcast media all on a slide, then, is it too much to suggest that radio and television figure considerably in the encouraging outlook among agencies? If so, this is a tribute to the agencies' and their clients' judgment, as well as a billings "plus" to the agencies. We call it a "plus" because the first and main advantage of radio and television is that they sell better than other media.

Two Doses of Miltown

A U. S. district court and a state supreme court have held that broadcasters are immune from libel actions resulting from political broadcasts.

If these decisions stand up in the U. S. Supreme Court, broadcasters will have been given a comfort they have never known. They will also have been given an opiate.

Section 315 of the Communications Act, the law governing political broadcasts, prohibits broadcasters from censoring anything out of a political candidate's speech. The law, however, says nothing about the consequences of libel actions provoked by a speech. The discomfort of such an arrangement is obvious.

A U. S. district court in Nashville decided a fortnight ago [GOVERNMENT, Aug. 4] that section 315 implied, if it did not express, immunity from libel liability. That decison paralleled an earlier one by the state supreme court of North Dakota [GOVERNMENT, April 7]. A good many broadcasters, we are sure, are fervently hoping that the U. S. Supreme Court will sustain the decisions. If it does, it will be doing both a kindness and a disservice to broadcasting, for while one of the headaches of political broadcasting will have been relieved, the root problem will not have been eliminated.

Immunity from the consequences of a decision can be granted only if no power of decision exists. The reaffirmation by a high court of broadcasting's immunity from political libel will be no more than reaffirmation of broadcasting's helplessness to run its own show. It will be reaffirmation of the indefensible principle that editorial authority over political broadcasting can be exercised more wisely by the government or a government law than by broadcasters.

Can anyone imagine U. S. newspaper editors and publishers yielding to the government their right to present political news and political speeches as they choose?

The presentation of political speeches by candidates and of news stories about political speeches is a basic function of journalism. To the degree that function is impaired journalism standards suffer.

Under section 315, no matter how it may be interpreted by the courts, broadcasters must substitute a set of inflexible rules for intelligent editorial judgment in the presentation of political information. It is an unfortunate fact that some broadcasters prefer it that way. It is an equally unfortunate fact that until broadcasters demand and get the right to use their own editorial judgment in such matters, they cannot claim to be competing fully with newspapers and magazines as organs of journalism.

What is needed is a relentless campaign to obtain repeal or at least satisfactory amendment of section 315 so that broadcasters—not politicians—are in command of political information.

As we say, broadcasters may take comfort in a court decision immunizing them from libel, but it will be the comfort of the eunuch who grows serene and fat for having been immunized against the reality of his surroundings.

Drawn for BROADCASTING by Sid Hix

"J.P. I've decided not to cancel that Western of yours."

Tabled, but Not Floored

IN tabling the bill to exempt major sports from the antitrust laws, the Senate Judiciary Subcommittee killed prospects for action in the 85th Congress which expires in the next week or two. But the 86th is coming up next January and the zeal of the powerhouse baseball lobby, buttressed by those of football, basketball and hockey, has not diminished.

It was a close call. The bill had swept through the House and had what appeared to be unbeatable Senate support, with some 50 Senators as its co-authors. It was only after the effective testimony of the Antitrust Div. of the Dept. of Justice, the lucid and free-swinging opposition of Rep. Celler (D-N. Y.), who fights hard whether he's for or against, and the delayed but nevertheless effective thrusts of representative broadcasters and broadcasting organizations that the committee was dissuaded from acting this session.

Had there been time, the effort would have been made for a one-year trial exemption. Had that occurred, the battle would have been lost. Those sports entrepreneurs, envisioning life ahead with no speed limits and no cops, wouldn't have violated that probationary year by imposing even a single radio or tv blackout. They would have bided their time.

Expect the sports industry to pick up where it left off when the new Congress convenes. Until then work will be done at the grass roots. They will seek to rebut every argument made during the past few eventful weeks.

Broadcasters must not rest on their oars. Congress will be out only a few months. During that time an executive sports committee of the NAB should be activated to implement the case against the blackout of sports on free tv.

NCS #3 Arithmetic

STATION B

HIGH CHANNEL + MAXIMUM POWER + LOW TOWER = 0*

STATION C

HIGH CHANNEL + MAXIMUM POWER + HIGH TOWER = 1*

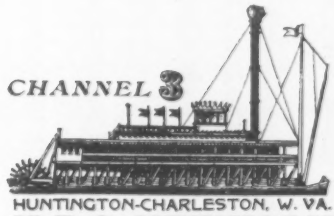
WSAZ-TV

LOW CHANNEL + MAXIMUM POWER + HIGHEST TOWER = 21*

NIELSEN NCS # 3

% PENETRATION OF 68 COUNTIES IN COVERAGE AREA

	WSAZ-TV	Sta. B	Sta. C
100% Coverage Counties	21*	0*	1*
More Than 75% Coverage Counties	43	12	22
More Than 50% Coverage Counties	57	26	39
Total Coverage Counties	68	43	50



HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WKAZ, Charleston
LAWRENCE H. ROGERS, PRESIDENT
C. TOM GARTEN, Commercial Manager
Represented by The Katz Agency